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## NATIONAL ALLIANCE OF PRESERVATION COMMISSIONS 2012 ANNUAL REPORT

*From the Chair:*

As the 2012 annual report reveals, the past year was a productive and constructive one for NAPC. A major success was Forum 2012 in Norfolk. With over 450 participants, the conference provided an amazing combination of educational sessions, field trips, and opportunities to socialize and network with fellow attendees. Forum 2012 raised the bar for NAPC Forums but we aren't resting on our laurels – we are already planning for Forum 2014 in Philadelphia!

This year we also created a new NAPC website, took *The Alliance Review* digital, and conducted a survey to better understand how to tweak our signature CAMP training program to better meet the needs of our constituencies. A new CAMP brand and advanced CAMP offerings are currently in the works.

All of these accomplishments are a credit to our exceptionally hardworking Board of Directors and the steady hand of our Program Director, Paul Trudeau. It is a winning team, full of energy and passionate about our mission. While some of our stellar board members are rotating off the board this year, we continue to welcome new board members who share our enthusiasm and bring fresh ideas to NAPC.

It is a pleasure to highlight some of our successes in 2012 and, given our goals for the coming year, I am confident our 2013 Annual Report will allow me the opportunity to again sing the praises of NAPC as we continue our mission to provide local historic preservation commissions with tools to assist them in their important work.

Thanks to all of our members for their support, and I look forward to continuing our partnership well into the future!

Jo Ramsay Leimenstoll, Chair  
NAPC Board of Directors

## I. TRAINING

### Commission Assistance and Mentoring Program (CAMP)

2011-12 was another successful year for CAMP, providing essential training to over 500 local commissions, staff, and preservation advocates across the country. As part of our CAMP “revamp” efforts, we have shifted all training materials to flash drives to save on printing and postage costs. We also completed a comprehensive survey of our membership and non-NAPC members to get a better sense of how the CAMP experience is received and to bring in suggestions for advanced training topics. The results of the survey are being analyzed by the Training Committee with goal of producing a menu of training topics beyond the core CAMP curriculum. A new CAMP logo is also in the works to complement the refreshed NAPC graphic identity.

Since our previous Annual Meeting in Buffalo, NY on October 19, 2011, NAPC held CAMPs in the following locations:

- Feb. 4 Morgan City, LA
- Feb. 11 Ruston, LA
- Feb. 24 Montevallo, AL
- Mar. 26-27 Georgetown , TX
- April 21 Everett, WA
- April 26 Elkins, WV
- April 27 Romney, WV
- May 4 Lewisburg, WV
- May 31 Nashville, TN
- Sep. 8 Charleston, WV

In addition, we have contracted with the following communities to conduct CAMPs in 2012-13:

- Nov. 16 Oklahoma City, OK
- Nov. 17 Pierce County, WA
- Nov. 29 Durham, NC
- Dec. 6 Decatur, AL
- Feb. 8 Denver, CO

We have also received inquiries from Oxford, MS; Biloxi, MS; Abbeville, AL; Little Rock, AR; Salt Lake City, UT; Lincoln, NE; and two in Louisiana in early 2013.

### Speakers Bureau Program

The following NAPC Speakers Bureau events were held:

- Galesburg, IL, October 28, 2011 – Preservation Planning
- Daytona Beach, FL, February 14, 2011 – Introduction to Historic Preservation, Economic Development and Heritage Tourism
- Toledo, OH, May 9, 2012 – Design Review in Commercial Districts
- St. Martinville, LA, May 12, 2012 - National register training program for historic district commissions
- Tahlequah, OK, June 8, 2012 - Historic district ordinance workshop

- Lake Charles, LA, June 9, 2012 – National register training program for historic district commissions
- West Monroe, LA, June 23, 2012 – National register training program for historic district commissions

## II. EDUCATION

### ***The Alliance Review***

NAPC's bi-monthly newsletter, *The Alliance Review*, continues to bring a wide spectrum of articles and features that assist our member commissions and staff. In order to bring down printing and postage costs, *The Alliance Review* is now offered in electronic format to our members who do not wish to receive a print copy in the mail.

The Education Committee has launched several new initiatives in the past year related to *The Alliance Review*, including a call for graduate papers, a media kit for potential advertisers, and inclusion in the EBSCO *Art Source* research database.

Current issues include:

November/December 2011: Historic Preservation Commissions and Local Government Structure

January/February 2012: The Windows Issue

March/April 2012: Special Issue: Forum 2012

May/June 2012: Additions to Historic Buildings

July/August 2012: [no specific theme]

September/October 2012: New Realities for HPCs

### **Website**

The new NAPC website was launched in early 2012 to positive reviews from our Board of Directors and membership. New website features enabled NAPC to promote online Forum 2012 registration and currently allow our members to renew their accounts online. The website was designed to highlight NAPC's new graphic identity and direction.

### **Social Media**

A new social media task force was put together in 2012 to analyze and make recommendations on how NAPC can best utilize the social media market. To date, NAPC has a Facebook and Twitter account, but has not explored the full potential of these and other resources. The task force is developing a series of recommendations to the board, including which resources would best help promote NAPC's mission, and how staff and board member time should be allotted to overseeing and implementing the recommended strategies.

## III. GOVERNANCE

Heading in to our 2012 Annual Meeting in Spokane, WA, the NAPC Board of Directors has 19 members with 2 cycling off the board. A Call for Nominations was released in Summer 2012, and the Nominating Committee will recommend the nomination of 4 new board members at our Annual Meeting:

- James Hewat, City of Boulder, CO

- Darlene Henrichs, City of Gainesville, FL
- Cory Kergerise, Pennsylvania Historical and Museum Commission
- Jennifer Satterthwaite, South Carolina Department of Archives & History

Nominated Officers:

- Jo Leimenstoll (Chair)
- Esther Hall (Chair-Elect)
- Patricia Blick (Secretary)
- Ray Scriber (Treasurer)

#### **IV. MEMBERSHIP DEVELOPMENT**

NAPC reached its membership projections for the 2011-12 fiscal year, an important accomplishment given the recent economic downturn and its impact on local governments. The Membership Committee is hard at work tapping into new membership sources, working closely with our partner organizations to reach out to commissions who need training and support. Other items under review include a revised membership form and membership level structure, new membership incentives, and fresh ideas for annual membership drives.

2011-12 accomplishments include:

- Months of research and the adoption of a new online membership database system, which provides improved membership tracking, trends, and communication. The system includes e-newsletter capabilities, surveys, and annual campaign tools.
- Online membership renewal.
- Maintained Premium-level memberships to support the Forum Student Scholarship Programs.

#### **V. Forum**

Forum 2012 was an overwhelming success, with over 450 attendees traveling to Norfolk, VA, for a week of education and fun. With the help of a strong local host committee on the ground in Norfolk, we were able to provide great local tours and mobile workshops to our conference attendees. Our Forum Committee and board did an outstanding job developing content, planning events, and securing sponsorships, both local and national. Eleonora Machado, graphic designer at the Center for Community Design and Preservation at the University of Georgia, produced a first-rate program and other promotional materials with a fresh look that complemented the new NAPC identity. For the first time, NAPC was able to provide online Forum registration, which allowed for better budget reporting and ticket sales tracking. All handouts were delivered on flash drives to conference attendees, saving on printing and postage costs, while all Forum evaluations were completed online.

Forum 2014 will be held in Philadelphia, PA, and planning is already underway.

**Who were Forum attendees?**

- Students from 11 different colleges and universities and one high school attended
- 65% were first time attendees
- 44 states were represented

<b>Who Attends</b>	<b>2012 Norfolk</b>	<b>2010 Grand Rapids</b>	<b>2008 New Orleans</b>
Cities with less than 50,000 population	35%	26%	35%
Cities with 50,000 - 250,000 population	34%	27%	45%
Cities with 250,000 - 500,000 population		22%	8%
Cities with over 500,00 population	17%	25%	12%
Commissioners	24%	47%	34%
Staff	28%	47%	25%
CLG Coordinators		3%	1%
SHPO staff		3%	1%
Other	35%		
Consultants	4%		
Chairs	7%		

**How did they get to Forum?**

Drive: 52%

Fly: 44%

Public Transportation: 2%

**How did people pay for registration?**

State or Local Govt: 44%

Personal Funds: 22%

Grant Funds: 13%

Grant Funds & State or Local Govt: 8%

Personal Funds & State or Local Govt: 6%

Grant Funds & Personal Funds: 5%

**Where did they stay and for how long?**

Stayed at a hotel other than the conference hotel or with friends and family: 42%

Stayed at the conference hotel for 1 night: 3%

Stayed at the conference hotel for 2 nights: 10%

Stayed at the conference hotel for 3 or more nights: 42%

3% requested assistance with finding a roommate.

42% planned on staying additional days to enjoy the area on their own

**Other Firsts:**

2012 was the first year that:

- the NPS offered scholarship for State CLG Coordinators to attend
- NAPC offered AICP credits
- NAPC tried some new programming and social events such as Ignites and Meetups
- NAPC utilized a complete online registration and payment program
- Conference had ice cream dipped into cones made on the spot
- Conference had a record number of sponsors
- NAPC utilized social media to promote the conference