

Monthly HLC Outreach Discussion

Month: May 22-June 18, 2026

Publicity Items Requiring Assistance from the Communications Team this Month:*

- 1) **Historic Photo Contest-** Award winners- Display at Willamette Heritage Center
- 2) **Weekly Salem History Moment Podcast-** Ongoing Weekly, Tuesdays
- 3) **Historic Preservation Month Activities to promote**
 - a. **Willamette Heritage Center-** Charles Sams III – to Speak on May 27th
- 4) **Public Archaeology Project: Update webpage –** excavations May 26-June 26, 2026. **Open House June 13, 2026** 11:00am-1:00pm

Methods of support from the **City Communications Team to be utilized in the following ways: City Facebook, City Instagram, City Weekly E-Newsletter; As Pitches During Bi-Weekly Meetings With Local Newspaper Reporters; To Share as Applicable with Local Tourism (Travel Salem); To Share as Applicable with Neighborhood Associations (through Irma); To Share as Applicable with School District (through Laurie); To Share as Applicable with Center 50+/Senior Community.*

Future Additional Support from the Communication Team:

1. New HLC Logo and Brand. Does the HLC want to update the Logo (used now on the Newsletter) and then develop a Regular Campaign with HLC Design/Brand (weekly/monthly, etc.) that runs on City Social Media and E-Newsletter (Example - City's Business Monday campaign)

Future General Outreach Discussion Topics

- 1) Summer Newsletter-? Featuring Award Winners
- 2) Future Hands On Window Workshop. When would the HLC like to do this? Details of where? Partners?
- 3) Homeowner Guide. Does the HLC want to develop a New Historic Homeowner's Guide? If so what format and content? Work with current Heritage Neighborhood to Develop?
- 4) Toolbox Grant Promotion? Does the HLC wish to improve their outreach for the Summer Cycle of the Residential Toolbox Grant?