Monthly HLC Outreach Discussion

Month: June 19-July 16, 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. ***Newsletter – Awards***
   b. ***Awards Ceremony – June 24, 2026 – Gaiety Hollow***
4) **Public Archaeology Project: –** excavations May 26-June 26, 2026. **Open House June 20, 2026** 10:00am-2:00pm

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?