Notes from *Olmsted 2022 – The Legacy Summit*

April 19, 2018

ASLA, Center for Landscape Architecture

Attendees: Lane Addonizio (CPC), Barbara Bair (LOC), Charles Beveridge (TFLOPP), Charles Birnbaum (TCLF), Steve Cook (ASLA), Drew Coulson (USCG), Scott Craver (TCLF), Stephanie Crockatt (BOPC), Paul Dolinsky (NPS), Lee Farrow Cook (NPS), Anne Knight (NAOP), Lucy Lawliss (NAOP), Arleyn Levee (NAOP), Karen Mauney-Brodek (ENC), Brad McKee (Moderator, ASLA/LAM), Curt Millay (ASLA), Jay Newman (NPS), Tim Nickerson (FoF), Kevin O’Hara (NPRA), Terry Poltrack (ASLA), Dan Sakura (NPF), Aga Simmons (Recorder, NAOP), Nancy Somerville (ASLA), Addy Smith-Reiman (NAOP), Sandy Sparks (FoMOPL), Stephanie Stephens (NPS), Susan West Montgomery (NT), Heather Whitlow (LAF), Brenda Williams (AFPBL), Gerry Wright (O2022), Barbara Wyatt (NPS), Allison Yue (NT)

Nancy Somerville – Welcoming remarks

- Lucy Lawliss – Thank you to ASLA, Curt Millay and Brad McKee and introduction of Arleyn Levee
- Brad McKee – Welcoming remarks followed by self-introduction of attendees
- Arleyn Levee
  - We credit the idea of this celebration to early work by Gerry Wright and Betsy Shure Gross.
  - We are expanding the idea of celebrating *Olmsted 2022 – The Legacy* to include the landscapes and archives of plans, drawings and correspondence accomplished by the Olmsted sons and the firm.
  - Our mission for *Olmsted 2022 – The Legacy* has several parts and we are looking to all of you to help us to put together a plan and get Olmsted legacy landscapes the recognition they deserve.
- Brad McKee – we will go around the table to hear what each of you have in mind for celebrating *Olmsted 2022 – The Legacy*
  - Significance of Olmsted’s walks through the South
- Emma Skalka - Education opportunity and history. [Olmsted’s] very important impact on society
- Paul Dolinsky
  - Since 1933, the Historic American Buildings Survey (HABS), the Historic American Engineering Record (HAER) created in 1969, and the Historic American Landscapes Survey (HALS) created in 2000 have documented almost 45,000 sites and structures across the United States.
  - HALS is a great opportunity for the HALS Liaisons across the United States to document the Olmsted designs with written histories, large-format photography and measured drawings as part of the annual HALS Challenge.
  - Celebration of *Olmsted 2022 – The Legacy* is an opportunity to increase the number of Olmsted projects with measured drawings and histories on each project
- Dan Sakura
  - Timing is great – you are getting this idea launched in time to do something meaningful
There are examples of other successful anniversaries that should be looked at as models (these groups were also very successful in fundraising)

- Lewis and Clark bicentennial
- Jamestown 450th (Pat Newman) (project included a license plate)
- Montgomery to Selma (50th anniversary)
- Identify “asks” such as legislation/funding

- Susan West Montgomery
  - We should spend a lot of time looking forward and revisiting with all alliances.
  - Key lesson learned – preservation is about the people
- Curt Millay - we should show something that is relevant today.
- Lucy Lawliss
  - Another example of a successful anniversary is the 2016 Capability Brown effort in GB (they were ultimately funded by the national lottery; every community that was part of Brown’s design heritage participated and shared their piece of the celebration through a central website)
  - Grassroots movement – tease out truth from myth – make contemporary
- Stephanie Stephens
  - It all depends on what we would like to do.
  - Museum collections might be very helpful in telling the story
- Steve Cook - data collection is a powerful idea
- Stephanie Crockett
  - In Buffalo we don’t have enough knowledge among the Olmsted park communities, so we are taking a year to work with the community groups about this landscape legacy
  - There are a lot of people willing to do the research – using cgi to visualize the past landscape.
  - Through research we could bring back Buffalo’s vision.
- Heather Whitlow
  - Young people in the Olmsted Scholars program could/should be interested in the program
  - The Olmsted Scholar’s program is an annual award and recognition program for landscape architecture students – collecting stories, documenting impacts
  - We should reach out to the landscape architecture student community
- Addy Smith – Reiman - the FLONHS’s Good Neighbor program (3rd grade curriculum ties to the educational program) is a tremendous opportunity that is largely taught in Brookline, MA
- Sandy Sparks
  - We should educate the public
  - Build an Olmsted inventory
- Tim Nickerson
  - All organizations have unique visions
  - Legacy is important, what Olmsted brought and how it’s impacting all of us is something to share
  - Making it relevant to a wider audience – how current practitioners have built off of Olmsted – celebrating what Olmsted started
How can we expand the appreciation of his work and how can LA practitioners celebrate or contribute to the celebration?

- Karen Mauney–Brodek
  - What are our goals?
    - Is it a birthday or celebration?
    - Is it raising support for the parks?
    - Is the audience local, national, international?

- Gerry Wright
  - We should keep it local and powerful
  - The Legacy is very important, we all represent parts of Olmsted legacy

- Brenda Williams - We (Alliance) could pick a location for its annual meeting in 2022 or in the coming years that is associated with Olmsted. Maybe DC, maybe a very unknown place that we want people to know about, with local sponsors should be present

- Lucy Lawliss
  - We should coordinate national meeting locations in 2020, 2021 and 2022, that aren’t already determined, to get the message to as many Olmsted legacy cities as possible
  - Having a list of all interested organizations and their conference locations would be very helpful

- Curt Millay
  - We (ASLA) should get landscape architects to the table with civil engineers
  - ASLA to meet in Seattle in 2022
  - Think nationally – act locally

- Scott Craver
  - “200 years – 200 landscapes” is something that TCLF is working on
  - How should we engage young audiences?

- Arleyn Levee
  - Establishing an identity for Olmsted 2022 – The Legacy will be important
  - Recognizing natural and ecological parts, looking at what was intended
  - Taking ideas and moving forward

- Drew Coulson
  - Cultural landscapes battle all kind of challenges (security, sensors etc.)
  - Cultural landscape surveys help protect from incremental changes
  - Need to understand legacy to protect the parks
  - At the Capitol, a redesign of exhibits at the Visitor center and museums may be an opportunity for 2022

- Terry Poltrack
  - What form will 2022-The Legacy take?
  - Educate the public about landscape architecture through many channels
  - Olmsted needs to be modernized – reiterate messages
  - 49 chapter of ASLA should have all the events

- Allison Yue
  - How can we take the Olmsted vision of park to communities?
  - Use parks as public space – promote equity and inclusion – eating/farming

- Barbara Wyatt –
- National Historic Landmark – we should encourage those nominations, it’s a slow process and all the nominations should be submitted now
  - Will inventory lists for Olmsted parks
  - Theme study opportunity - locally and statewide
- Lane Addonizio
  - Local and national awareness
  - Need for research and education
  - Public programs are important
- Dan Sakura
  - Know what “you” want - federal level (specific authorizing legislation for funding, appreciation for existence, team study, designation for Olmsted week or a day)
  - State level (legislation, etc.)
- Anne Knight –
  - Need to understand legacy throughout the country
  - Providing tools to build local knowledge of the legacy
  - Creating tours to share the breadth of the legacy
- Jay Newman – We (NPS) will look in the system on what we have for investment
- Lee Farrow Cook
  - Fairsted is a place about places
  - Educating young people – Good Neighbors program
  - In 2022 95% of digitizing might be done
- Barbara Bair –
  - Goal to build Olmsted collection at LOC – FLO papers to go online this summer
  - Opportunity in DC to create exhibits – share documents for exhibits elsewhere
  - Opportunity to outreach to college campuses – especially those that are Olmsted designed
- Charles Beveridge –
  - How to promote physical and social health?
  - Recognize importance of Fairsted and LOC
  - Celebrate the profession of landscape architecture
- Kevin O’Hara - Maybe series of articles
- Charles Birnbaum - Don’t re-invent the “celebration” – look for successful models
- Lucy Lawliss – need for a “Call to action”

Summary Thoughts:

- It should be driven by local groups and communities
- Reach out to students at all levels
- Outreach to local communities
- Friends groups – Olmsted network
- Collaboration among professional organizations (ASLA, APA, ASCE, AIA)
- Relevance: Environmental justice/social justice
- Public and City Health
- Visibility/relevance
- Outside Legacy
➢ Currency
➢ Precedent observances
➢ NHL Theme Study
➢ Links to existing National Register nominations
➢ NHL accepting applications
➢ Archives – Digital Access
➢ Leverage other events that are happening in the run-up years
➢ Work with known Funding Cycles – Government, Foundations, Private
➢ Identify Congressional champions - engagement in Olmsted legacy communities

Administration Tasks Going Forward:
➢ Rest of 2018 (planning)
➢ Branding
➢ Logo
➢ Vision and Mission Statement
➢ Study Examples

Proposed Next meeting:
July/August/September 2018 in Boston (FLONHS, FoF, Boston-ASLA, ENC, NAOP, etc.)