

**PROPOSED CULTURAL HERITAGE BOARD GOALS AND PRIORITIES**  
*October 1, 2024 – September 30, 2025*

TASK No.	PRIORITY LEVEL (High, Low, Medium)	PROPOSED TIMELINE (where applicable)	PROGRAM TASK	DESCRIPTION	ACTIONS TAKEN IN THE PREVIOUS REPORTING YEAR (October 1, 2023 – September 30, 2024)	PROPOSED ACTIONS (October 1, 2024 – September 30, 2025)
1	HIGH	On-going	Implement Mills Act Program self-certification process.	<p>This is an ongoing annual goal.</p> <p>Periodic inspections by County staff are required by state law to ensure proper maintenance of a property with an approved Mills Act Contract. County staff must inspect the property prior to entering into a Mills Act contract with a property owner, and conduct interior and exterior inspections every 5 years thereafter.</p> <p>In addition, the owner of a property with an approved Mills Act Contract is required to complete the County’s annual reporting form and pay the annual contract administration fee by February 15th of each year.</p>	<p>CHB staff maintained a Mills Act Program-specific webpage located at: <a href="https://vcrma.org/divisions/planning/mills-act-program/">https://vcrma.org/divisions/planning/mills-act-program/</a>.</p> <p>CHB staff maintained a Self-Certification instructions webpage located at: <a href="https://vcrma.org/divisions/planning/mills-act-program-self-certification/">https://vcrma.org/divisions/planning/mills-act-program-self-certification/</a>.</p> <p>CHB staff issued reminder notifications to Mills Act Contract holders of the self-certification process (for completion by February 15<sup>th</sup> of the following year).</p>	<p>Staff will continue to maintain web resources for customers.</p> <p>In December 2024, CHB staff will issue notifications to Mills Act Contract holders of the annual self-certification process (for completion by February 15<sup>th</sup> of the following year).</p>
2	HIGH	On-going	Provide training opportunities for the Cultural Heritage Board on both general historic preservation topics and	<p>Annual training opportunities are provided, including online webinars and resources.</p> <p>CHB staff will continue this goal into the 2024-2025 period.</p>	<p>The opportunity to attend the annual California Preservation Foundation conference was offered to Cultural Heritage Board members and CHB staff.</p>	<p>Cultural Heritage Board members and CHB staff will have the opportunity to attend the annual California Preservation Foundation conference, if desired.</p>

County of Ventura  
November 12, 2024  
Cultural Heritage Board Meeting  
Item 6a  
Exhibit 1 – Ventura County Cultural  
Heritage Program Proposed Goals and  
Priorities for 2024-2025

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			internal review processes.		<p>CPF training recordings are regularly offered to CHB members, including the following:</p> <ul style="list-style-type: none"> <li>• Lecture by William Maple on the History of the Timber School, Newbury Park, CA, November 13, 2023;</li> <li>• Lecture on Rancho Guadaluca: Last Ranch of California's Central Coast, Dr. Colleen Delaney, December 11, 2023;</li> <li>• Lecture on the history of Asian American and Pacific Islander Communities in Ventura County, Dr. Welty Tamai, May 16, 2024;</li> <li>• Down the Property Research Rabbit Hole with George Smart, USModernist.org,</li> </ul>	<p>The CHB guest speaker series (Task #11) may continue into the 2024-2025 reporting period, providing additional opportunities for training and education. The CHB may provide direction as to the subject matter and focus of the speaker series.</p>

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					<p>CPF, webinar, September 9, 2024;</p> <ul style="list-style-type: none"> <li>• Building on History: A Summit for Housing Solutions; Preserving Place, Accommodating Change: New Housing in Historic Contexts, CPF, webinar, September 9, 2024; and</li> <li>• Lecture by José M. Alamillo on the history of farmworker labor camps and farmworker movements in Ventura County, September 23, 2024.</li> </ul>	
3	HIGH	On-going	Provide training to Resource Management Agency Divisions (e.g. Building and Safety and Code Compliance divisions) on the review process	This training/outreach is intended to ensure other Resource Management Agency divisions (e.g. Building and Safety and Code Compliance Divisions) and staff are aware of the required cultural heritage review process.	During the reporting period, CHB staff met with Code Compliance Division staff to discuss the purpose and intent of the Cultural Heritage Program, tools for identifying designated and potentially eligible historical resources, and steps involved in the required review process.	CHB staff will meet with Building and Safety Division staff to review the required cultural heritage review process.

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			for permit requests at designated or potentially eligible cultural heritage sites.	This goal will continue into the 2024-2025 reporting period.		
4	HIGH	On-going	Provide training to Planning Division staff on historic preservation standards and guidelines, the Cultural Heritage Ordinance, application procedures, permitting procedures, Section 106 review, and all areas related to the day-to-day running of the Cultural Heritage Program.	Periodic training of other Planning Division staff on these topics is ongoing.	CHB staff held trainings with new Planning Counter staff on the cultural heritage review process. Four Planners were trained.	CHB staff will continue to schedule trainings with new Planning Counter staff on the cultural heritage review process on an as-needed basis.

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5	HIGH	On-going	Satisfy annual CLG goals and objectives.	The CHB annually reviews the CLG goals described in the CLG report.	The CHB reviewed and commented on the draft Annual CLG Report (2023-2024) before submission to the State Office of Historic Preservation on February 13, 2024.	The CHB will review the draft Annual Report (2024-2025) before submission to the State Office of Historic Preservation in Spring 2025.
6	MEDIUM	On-going	Develop web content for individual Ventura County Landmarks and Points of Interest.	The County's Historic Preservation Plan (adopted December 2000) includes goals related to the Cultural Heritage Program. One such goal is to foster an awareness and appreciation of Ventura County's rich history and variety of cultural resources among both residents and visitors and among cities.  This goal will continue into the 2024-2025 reporting period.	In September 2024, a part-time Planning Division intern began adding to web content (both text and photo) for the Ventura County Interactive Landmark and Points of Interest Inventory. The new pages, when available, will be linked on the Cultural Heritage Program webpage: <a href="https://vcrma.org/divisions/planning/vc-landmark-point-of-interest-inventory/">https://vcrma.org/divisions/planning/vc-landmark-point-of-interest-inventory/</a> .	A Planning Division intern will continue creating web content (both text and photo) for Ventura County historic resources.  Additionally, if desired, the Planning Division intern may create a new brochure highlighting historic resources that have been lost in Ventura County to demonstrate the value of historic preservation.

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7	MEDIUM	On-going	Continue to expand the breadth of online historical data available to the public on the Planning Division website.	<p>This includes adding items such as GIS maps, scanned DPR forms, new historic surveys, and historic photographs, as well as links to Ventura County properties listed in the National and State Registers.</p> <p>This goal will continue into the 2024-2025 reporting period.</p>	<p>Planning staff continued to maintain an inventory of digital scans of HABS photography that was linked on the Cultural Heritage Program webpage: <a href="https://vcrma.org/divisions/planning/historic-american-buildings/">https://vcrma.org/divisions/planning/historic-american-buildings/</a>.</p> <p>Planning staff continued to maintain an online interactive map of all Ventura County Landmarks and Points of Interest launched on the CHB webpage. Planning Division staff continued developing Landmark-specific webpages with photos and content to be linked from the online interactive map with the assistance of an intern. Those pages, when available, will also be linked on the Cultural Heritage Program webpage: <a href="https://vcrma.org/divisions/planning/vc-landmark-point-of-interest-inventory/">https://vcrma.org/divisions/planning/vc-landmark-point-of-interest-inventory/</a>.</p>	Staff will continue to maintain web resources for customers and will update them on an as-needed basis.

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8	MEDIUM	Summer 2025	Install an informational display booth at the Ventura County Fair.	<p>Displays and brochures from past years are now stored with the Planning Division.</p> <p>The display boards and flyers may be revamped for use at the August 2025 County Fair and potentially other events as appropriate.</p>	A Cultural Heritage Board informational display booth was installed at the Ventura County Fair during August 2024. The booth won a third place prize, as well as prize money.	<p>If desired, Planning staff and Cultural Heritage Board members may develop new display boards and program flyers/handouts beginning in January 2025. To this end, some funding is available from prize money won at the 2024 Ventura County Fair. The Fair will be held August 2025.</p> <p>The materials can be utilized again as part of public outreach at other community events.</p>
9	MEDIUM	On-going	Continue the Annual Preservation Award Program in recognition of Historic Preservation Month.	Beginning in 2024, the CHB issued preservation awards to property owners of successful rehabilitation projects. The program is intended to award good treatment practices and promote the field of historic preservation. Additionally, awards are promoted on the CHB website.	In recognition of the month of May as Historic Preservation Month, the Planning Division, in conjunction with the Cultural Heritage Board, hosted its first annual Preservation Awards Program. Eight awards and accompanying resolutions were given in a public hearing	If desired, Planning staff and Cultural Heritage Board members may identify potential awardees for 2025 and develop the Annual Preservation Award Program beginning in January 2025.

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					to dedicated individuals, advocates, property owners, community organizations, and volunteers.	Awards would be presented in May 2025 to coincide with Historic Preservation Month.
10	MEDIUM	As opportunities arise	Pursue grant opportunities to support the Cultural Heritage Board Program.	<p>Each year, the California Office of Historic Preservation administers the Certified Local Government (CLG) Grant Program. Through the CLG Program, local governments receive federal grants to assist with historic preservation programs.</p> <p>CLG Program funding or other grant sources could support the installation of plaques at County landmarks or honorariums for guest speakers who present at CHB hearings as subject matter experts on the diverse heritage of the County, or other efforts to share and preserve local history.</p>	<p>CHB staff maintained CLG certification in order to be eligible to apply for the CLG Grant Program. However, a CLG Grant Application was not submitted.</p> <p>CHB staff applied for a California Humanities Quick Grant to support funding of honoraria for a guest speaker series, which was not granted. However, funding was ultimately made available from the Planning Division budget for the guest speaker series.</p>	This is a continued goal for the 2024-2025 reporting period.
11	MEDIUM	On-going	Continue the Cultural Heritage Board guest	This speaker series began during the 2023-2024 reporting period. Guest speakers include	Guest speaker sessions were held in August, November, and December 2023, and	This is a continued goal for the 2024-2025 reporting period.



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			speaker series titled “A Shared History: Diverse Voices Across Ventura County”	<p>experts and scholars of local historic resources who are invited to speak at a public hearing before the Cultural Heritage Board.</p> <p>Speakers are video recorded and sessions are uploaded to the Cultural Heritage Board website.</p> <p>Prior to each speaker session, a handout and flyer are designed by staff and widely distributed to promote the session on Ventura County social media channels and encourage awareness within the community. In addition, a press release is developed and shared to maximize visibility.</p> <p>This series is in line with the County’s goal to foster an awareness and appreciation of Ventura County’s rich history and variety of cultural resources among both residents and visitors. The speaker series will especially encourages dialogue and question and answer sessions (Q&amp;A) with each</p>	again in May and September 2024.	<p>The next speaker session will be held on Monday, December 9, 2024, in the Ventura County Government Center. Dr. Frank P. Barajas, professor of United States history at CSUCI, will present on the life and legacy of labor leader and civil rights activist César Chávez in Ventura County.</p> <p>In addition, CHB staff is preparing for a guest speaker who will present in spring 2025.</p> <p>Additional guest speakers in 2025 will depend on Planning Division funding availability. The Cultural Heritage Board may provide direction on whether to continue with the current guest speaker series theme or select a new theme.</p>

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				speaker to facilitate public education surrounding these topics.		
12	MEDIUM	On-going	Inventory and screen County of Ventura-owned properties and Public Works Capital Improvement Projects for the presence of designated or potentially eligible cultural heritage sites.	<p>Planning Division long range planning staff review the Capital Improvement Projects list each spring.</p> <p>CHB staff will coordinate with Planning Division staff as necessary to review the Capital Improvement Projects list when it is made available. The CHB will be provided an opportunity to weigh in following CHB staff review.</p>	The CIP list was reviewed in spring 2024 and information on designated and potentially eligible Cultural Heritage Sites was provided to Public Works Agency staff.	This is a continued goal for the 2024-2025 reporting period.
<u>13</u>	<u>MEDIUM</u>	<u>On-going</u>	<u>Install the CHB informational display booth at 1-2 additional community events.</u>	<p><u>Ventura County Fair displays and brochures from past years are stored with the Planning Division.</u></p> <p><u>The display boards and flyers may be used at other events as appropriate in order to educate the community on the CHB's role.</u></p>	<u>This is a proposed new goal for the 2024-2025 reporting period.</u>	<p><u>If desired, the Cultural Heritage Board may identify 1-2 community events to install an informational display booth and/or participate.</u></p> <p><u>CHB members may install, staff, and take down the display with assistance from Planning staff.</u></p>

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14	MEDIUM	On-going	<u>Designate Additional Points of Interest</u>	<p><u>A Point of Interest is typically the site of a building, structure or object that no longer exists, but was associated with historic events, important persons, or embodied a distinctive character or architectural style.</u></p> <p><u>A number of potentially eligible Points of Interest are known to CHB staff. Designating these sites would serve to both commemorate their historic significance and demonstrate the value in preserving fragile historic sites that still exist elsewhere.</u></p>	This is a proposed new goal for the 2024-2025 reporting period.	<p><u>If desired by the CHB, a Planning Division intern would research potentially eligible Points of Interest and compile necessary information and contact property owners.</u></p> <p><u>Following identification of potentially eligible Points of Interest, CHB staff would bring forward nominees for designation to the CHB for action.</u></p>
15	LOW	As staff resources are available.	De-list County Landmarks and Sites of Merit within unincorporated areas that no longer exist or do not meet established integrity standards.	<p>Dependent on staffing and cost.</p> <p>De-Listing is not considered a project under CEQA, so no environmental review is required.</p> <p>Staff estimates there are approximately 11 County landmarks eligible for de-listing</p>	<p>This task was completed during the previous reporting period.</p> <p>In July 2023, staff conducted a comprehensive review of Ventura County Landmarks to determine sites potentially eligible to be downgraded due to prior demolition; three eligible Landmarks were</p>	This task will be removed from the list of CHB Priorities for 2024-2025.

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				across both the unincorporated County area and cities.	identified within the unincorporated Ventura County. In October 2023, the three identified Landmarks were downgraded to Points of Interest and internal and public-facing lists and resources were updated accordingly.	
16	LOW	Unknown	Create an architectural design guide handout similar to the one used by Rehab Riverside Right for the Oxnard Historic District.	When a Planning intern is available with desktop publishing skills, photos of the applicable district architectural styles can be taken, and text revised and adapted to fit the context of the Oxnard Historic District.	This goal was not accomplished and has been on the list of priorities for more than 6 years. This is, in part, due to the lack of expertise and staff time to produce such a handout. CHB staff recommends that a task of this nature originate with the City of Oxnard. The City of Oxnard has not expressed a need for this handout.	This task is recommended for removal from the list of CHB Priorities for 2024-2025.