

BACKGROUND CONTINUED:

The Advisory Committee believes that a National Heritage Area designation for the Pass area is viable, and recommends that efforts continue to proceed that lead toward the establishment of such a designation. Several historical period themes have been identified (Attachment A) that are significant in the Pass area, under the overall theme for the Pass as "A Crossroad Through Time and Place." In addition, a tentative boundary (Attachment B) for the NHA application has been identified. The boundary includes portions of both Riverside and San Bernardino Counties, and the area covered stretches from the western end of the San Timoteo Canyon in the west to the Morongo Indian Reservation in the east, and includes the communities of Redlands, Yucaipa, Oak Glen, Cherry Valley, Calimesa, Beaumont, Banning, and the Morongo Indian Reservation. The San Gorgonio Pass Heritage Corridor program proposal will be referenced in the General Plan update.

The strategy for the NHA application is to begin by writing a grant application to fund the preparation and development of a marketing package to promote the concept of the NHA. The marketing package would delineate in detail the boundaries, themes and benefits of a NHA. The purpose of this would be to seek a National Park Service appropriation for a feasibility study of the Pass area as a NHA. The package would be presented to the appropriate Congressional representatives for their assistance with the NPS appropriation. It is expected that it will take about four months to successfully secure the grant. At that time, staff would return to the Board with a recommendation on the selection of a marketing firm to prepare the marketing package.

The San Gorgonio Pass Heritage Corridor Advisory Committee consists of Robin Hastings, Chief of Staff to Supervisor Ashley; Dave Prusch, Field Representative to San Bernardino County Supervisor Neil Derry; the City of Beaumont; Highland Springs Resort; Jane Block, of the Riverside Land Conservancy; the Yucaipa Historical Society; the Riverside County Chapter of the Building Industry Association; the Riverside County Property Owners' Association; and staff of the Riverside County Park and Open Space District, the Economic Development Agency, and the TLMA/Transportation and Planning Departments.

An additional Advisory Committee seat was originally designated for a floating "representative of the local agri-tourism industry." Staff recommends that seat be instead designated for the Riverside County Farm Bureau. Also, in recognition of the valuable preservation and public education activities of the Wildlands Conservancy, with the Conservancy's Oak Glen Preserve in the Pass area, staff recommends the addition of that organization to the Advisory Committee. Finally, at its May 21, 2009 meeting, the Riverside County Historical Commission designated member Mr. Marc Hendon, Sr. to represent the Commission as a non-voting participant on the Advisory Committee.

ATTACHMENT A

San Geronio Pass National Heritage Area Proposal: Themes

- **Geography and Formation of the Pass**
“A Crossroad Through Time and Place”
- **Pre-History—Unique Native American Cultures**
 - Tribal groups/locations
 - Trade and trail networks
- **Spanish Period**
 - Exploration
 - The missions
- **Mexican Period**
- **The American Period**
 - Earliest settlers
 - The Bradshaw Trail
 - Agriculture
 - Ranching
 - Diversification
 - Town building
- **Today**
 - The towns
 - Small growers
 - The entertainment industry
 - The people
 - Still a crossroads