



SCENIC OHIO

Serving as a leading advocate for the development and preservation of Ohio's scenic corridors and landscapes



NEWS

SPRING 2019

Scenic Ohio is a 501 (c) 3 Charitable Nonprofit Organization. It is the only nonprofit in Ohio dedicated to protecting and enhancing the visual quality and scenic character of Ohio's towns and countrysides. Scenic Ohio is the longest standing nonprofit in America that advocates keeping our highway corridors beautiful and safe.

DONATIONS ARE WELCOME!

Send your tax deductible contributions to:
Scenic Ohio
P.O. Box 09816
Columbus, OH 43209

www.ScenicOH.org

Scenic Ohio has a unique history as the only organization dedicated to the sustained beautification of Ohio's byways and communities. Founded in 1933 as the Ohio Roadside Council, it has a distinguished heritage as the longest standing nonprofit organization in America dedicated to improving roadway environments and aesthetics. Scenic Ohio works with local and state agencies, communities, and individuals to achieve its goals to conserve and protect Ohio's many scenic byways, its historic, prehistoric, and ecological resources, and the appearance of its gateways.



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CHAIRMAN'S REPORT

Agriculture



How old is agriculture?

Paleoanthropologists estimate early civilizations began a shift from hunting and gathering as early as 10–15,000 years ago. Farm animal domestication had been completed by 8,000 years ago. Farming created more calories per acre to support families, villages and ultimately the cities of today. Farming, together with seed collection, served as one of the most dramatic catalysts of human change, “*Seeds of Change*”. Social, economic and political change responded over the centuries to this turning point of civilizations.

How old is agriculture in Ohio?

Archaeological research indicates the American Indian culture referred to as *Adena* grew maize (corn), pumpkins and sunflowers approximately 3,000 years ago. Later, Ohio’s *Hopewell* and *Fort Ancient* peoples also grew beans, squash, maize and tobacco.

European settlers brought change


to the frontier of the late 1700s and 1800s in the form of new tools and cultivation. Growth of agriculture blossomed with the completion of the National Road, Lincoln Highway and other key roadways. *Johnny Appleseed* led the establishment of Ohio’s fruit culture with the planting of apple groves. *Nicholas Longworth* established the grape industry with the development of the Catawba grape. Canals and railroads with inventions of harvest equipment further expanded Ohio’s role as a leader in agricultural expansion.

In 1850 Ohio led the United States in agriculture production with corn, horses, sheep and other products.

Agriculture education started slowly with the Ohio Agricultural-Mechanical College, which became OSU. Land grant universities curriculum led to the Ohio Agricultural Experiment Station shifting to Wooster as the key place of ag education. Farmers Institutes and programs from the **Ohio State Grange** beginning in 1872 provided another means of ag education. The famous Grange Insurance Company grew out of the OSG. **4-H** was established in Clark County, Ohio in 1902. Children were taught about agriculture, geology and natural history. Future Farmers of America expanded agriculture education. **OSU Extension** also serves an important education role.

Today Ohio’s agriculture is a silent giant in the world. 13,900,000 acres of land are cultivated. We rank in US from #2–20 in most agriculture categories - from livestock to crops. Economic value is over \$20 billion a year.

In 2018 Scenic Ohio honored Ohio’s scenic, historic and productive farmsteads. The honorees are highlighted in this newsletter. These great Ohio organizations exhibit education, history, culture and are unique examples of Heritage Tourism in Ohio. Scenic Ohio will continue to honor Ohio’s agricultural heritage with our Scenic Awards program. Look for more information on the 2019 honorees. **This year we honor Ohio’s Scenic Wineries!**


Gary W. Meisner, Chairman



Tourism in Ohio

by Bill Purpura

Tourism is a major economic driver for states across the country, and Ohio is no different. Consider these 2017 economic impact statistics for the Buckeye State:

- \$44 billion in visitor spending
- 219 million statewide tourism visits
- 428,000 full-time, part-time and seasonal jobs created
- \$365 average spend per person per overnight trip

The job of attracting all those visitors and dollars falls to TourismOhio. The agency's budget has swelled in recent years thanks to the success of the state's travel industry. The funding model for marketing Ohio is, in fact, based on the growth of spending within tourism sectors. So it is performance based and depends on the increase in sales tax year to year, up to \$10 million.

TourismOhio, led by Director Matt MacLaren, operates under the following mission statement:

Aggressively position Ohio as a relevant travel destination and support Ohio's tourism industry to drive economic prosperity throughout the state.

Just in time for spring and summer travel planning, TourismOhio recently launched **RoadTrips.Ohio.org** to help travelers find their perfect Ohio road trips.

"Ohio is located within a day's drive of 60 percent of the U.S. population, and research tells us Ohio visitors are driving here from surrounding states," said MacLaren. "We created RoadTrips.Ohio.org to be a fun and easy way for families and friends to find experiences they can enjoy together."

Through the years Scenic Ohio has played an influential role in the growth of Ohio tourism through its own mission, which is to "preserve and enhance the scenic character of Ohio's communities and countryside."

One way the organization takes on that mission is through the establishment and promotion of scenic Ohio Byways. To date there are 27 official Ohio Byways.

Another way the organization promotes tourism is through its annual Scenic Ohio Awards program. This event honors individuals and organizations that preserve Ohio's many and varied scenic resources. In 2018 Scenic Ohio celebrated historic working farms.

TWO WAYS to use RoadTrips.Ohio.org

The first way is to click the "find your trip" button, take the short quiz and let the site recommend road trips based on responses to what the user wants to find.

The second way is to click the "find all trips" button which allows the user to browse all 10 inspirational road trips individually.

THEMED ROUTES featured on RoadTrips.Ohio.org

- "Thriving Cities" (Urban)
- "To the Moon & Back" (Space/Aviation)
- "Foodie Fill-Up" (Cuisine)
- "Highway to History" (History)
- "Are We There Yet?" (Family)
- "Rock, Ride & Explore" (First-time Visitor)
- "The Scenic Route" (Outdoors)
- "Culture Cruise" (Culture)
- "Lovers' Lane" (Romance)
- "Winning Drive" (Sports)



Ohio Arts Council and Donna Sue Groves
Adams County Clotheslines of Quilts



Malabar Farm State Park



The Bob Evans Farm

2018 SCENIC OHIO AWARD HONOREES

The 2018 Scenic Ohio Awards honored Ohio's Scenic Farms and Farmstead Tourism for outstanding contributions to agriculture and art education, and for advancing scenic and heritage tourism in Ohio.

The Scenic Ohio Award gives special recognition to communities, organizations and individuals who work to improve and protect Ohio's visual qualities, distinctive culture and historical character.

Ohio Arts Council and Donna Sue Groves, Adams County Clotheslines of Quilts

The story started long before the first Quilt Barn was ever painted. Donna Sue Groves grew up in West Virginia and her family made a game of looking for barns adorned with advertisements of one kind or another while traveling. Later in her life, about 1989 long after the family car rides, Donna Sue moved to Adams County, Ohio where she purchased a farm. As luck would have it the property included a tobacco barn – and Donna's long-time vision and promise to her Mother, Nina Maxine Groves, to paint quilt squares on barns became a reality. This single act honored Donna Sue's Mother, her childhood, and their heritage as Appalachians.

Donna Sue, a visionary and entrepreneur, began a movement in Adams County to paint quilt squares on multiple barns and create a driving trail. In 2001 that vision became a reality through a collection of 20 squares throughout Adams County. Today, quilt barns extend from Appalachian Ohio to nearly every state in the nation. Donna Sue and the early quilt barn adopters created a grassroots undertaking for which we can all be proud.

The Quilt Barns are a beautiful blend of rural landscapes, quilting, and visual art. The quilt square designs are often unique to the property where they've been created – a design that embodies the farm's original purpose, family history, or is loved by the barn owner.



The Ohio Arts Council was honored to be a funder and partner for the Quilt Barn movement, starting with a study commissioned from the Ohio University's Voinovich School of Leadership and Public Affairs titled: Ohio Arts Council Quilt Barn Impact Study: Understanding the Value of the Ohio Quilt Barn Trail.

The impact study identified several economic opportunities: increasing tourism, building local entrepreneurship, and leveraging resources for the community. There also were social contributions: strengthening networks and increasing community pride. The cultural contributions included celebrating Appalachian heritage, and accenting local history and flavor.

The Ohio Arts Council has been honored to support and encourage the Ohio Quilt Barn movement for nearly 20 years. We have been fortunate to have the vision and leadership of Donna Sue Groves to lead us in knowing the value of people, the significance of cultural heritage, and the importance of dreaming big and then living the dream.



Hale Farm & Village



Metro Parks Slate Run Living Historical Farm



Hancock Historical Museum Historic Barn Tour

Malabar Farm State Park

Malabar Farm State Park was home to Richland County native, Pulitzer Prize winning author and conservationist, Louis Bromfield. Once home to the Bromfield family and a getaway for Hollywood elites, today Malabar stands as a symbol of the conservation legacy Mr. Bromfield left behind.

The estate features guided tours of the historic home, guided farm tours of the grounds, an interactive visitor's center, gift shop as well as hiking and bridle trails. Each year, thousands of visitors flock to Malabar for the annual Maple Syrup Festival in March and the Ohio Heritage Days Festival in September, plus many other events that take place throughout the year.



As an author and screenwriter, Bromfield had the opportunity to foster relationships with many of Hollywood's finest actors and actresses at the time, as well as politicians and dignitaries from around the globe. As a farmer and conservationist, Bromfield used his famous farm to promote innovative

farming techniques that helped to revitalize the life of the soil and water resources on his farm. Many such techniques are still in practice today.

Visitors to the park can find themselves exploring the interactive visitor's center, hiking trails, fishing the farm ponds or on the guided tours. Families especially like to visit the barn to see the beef cattle, hogs, goats, sheep, miniature horses and other small animals.

We hope those that visit leave Malabar with a better understanding of the workings of a farm as well as traditional and innovative agricultural practices. Furthermore, we aspire to continue to promote the legacy of Malabar's founder, Louis Bromfield.

Metro Parks Slate Run Living Historical Farm

Metro Parks Slate Run Living Historical Farm preserves and interprets agricultural history and land use in Central Ohio.

The farm provides opportunities for visitors to compare farm work and family life of the 1880s with their lives today. About 65,000 people enjoy free admission each year for walk-in family visits, themed historical programs and educational opportunities for school and youth groups. Staff and volunteers dress in period costume and explain life in the 1880s, as well as invite visitors to participate in activities when possible.

The farmhouse was built on site in 1856 and the barn in 1881. The buildings were changed and modernized through the years, but in 1981 Metro Parks opened the farm to the public after restoration of the buildings and landscape to an 1880s appearance.

Visitors see the routines of daily life carried out with the tools, equipment and methods used before the introduction of electricity or gasoline engines. The activities change with the day and the season as this is a working farm.

The crops, fruits and vegetables are heirloom varieties grown in the late 19th century. The types and breeds of livestock are typical of those found at the time.



Draft horses, human muscle and wind are the primary sources of working energy. In the Farmhouse, food is prepared on the wood burning cook stove. Kerosene lamps light the house.

For more information please visit metroparks.net.



2018 SCENIC OHIO AWARD HONOREES

Hancock Historical Museum, “Historic Barn Tour”

The Hancock Historical Museum hosted its first “Historic Barn Tour” in 2013. The self-guided tour of six, century-old barns in southwestern Hancock County was the first of its kind in the region and exceeded every benchmark for success. The tour was designed to engage the rural community in the Hancock Historical Museum’s programming and events, and highlight the county’s rich agricultural heritage. In addition to these primary objectives, the multi-faceted event was instrumental in bringing awareness to the importance of historic barns to Hancock County’s cultural landscape and increasing heritage tourism.



The tour’s success has snowballed into many additional projects and opportunities for the preservation of Hancock County’s agricultural heritage. In 2014 The Hancock Historical Museum and the University of Findlay received a grant from the Ohio Humanities Council to record and interpret the oral histories of Century Farm owners in Hancock County. In the same year, the Historic

Barn Tour also received the Ohio State Historic Preservation Public Education and Awareness Award.

Perhaps most importantly, the Historic Barn Tour has directly led to the preservation of historic barns in Hancock County and the conservation of our local cultural landscape. To be featured on the tour is a mark of prestige among area landowners and farmers, with many investing tens of thousands of dollars to prepare their properties for the showcase. In addition, owners have the opportunity to learn more about their historic barns from timber framing experts who visit the properties to assist museum staff with research for events. In 2017, more than \$30,000 was invested in maintenance and preservation of historic barns featured on the tour.

Hale Farm & Village

In 1810 Jonathan Hale purchased 500 acres of land located in the Cuyahoga Valley from the Connecticut Land Company. This portion of the country was referred to as the Western Reserve. In June of that same year, Jonathan made the 646 mile trip to his family’s new land. Shortly after, he sent for his wife and children to join him on their new farm. Over the course of the next 150 years, three generations of Hales lived on and worked the land in the Cuyahoga Valley.

In 1956 Clara Belle Richie, great granddaughter of Jonathan Hale, bequeathed the family’s farm to the Western Reserve Historical Society. It was her wish that “Hale Farm be

established as a museum so that the greatest number of persons might learn about the history and culture of the Western Reserve.”

The museum opened for the public in 1958 and initially consisted of the furnished family home, “old brick” barns and outbuildings. Within the first year, hundreds of school children and general public alike came to visit and experience the Hale family’s tradition of farming and learn about traditional crafts and trades.

As interest grew there was a need to expand the experience of the Western Reserve, and the idea for a historic village took shape. Over the course of the next 30 plus years, historic structures were moved to the property to provide the stage for preserving the history of the Western Reserve.



Today the site consists of 34 historic structures, and functions as one of Ohio’s premiere living history museums. Hale Farm & Village’s public season runs June – October, as well as year-round signature events. Guests can also participate in craft and trade workshops and youth summer camps.



ANNOUNCEMENT!

THE THEME for the **2019 Scenic Ohio Awards** is **OHIO'S SCENIC WINERIES.**

- Email award nominations for Ohio's Scenic Wineries to: meisnerandassociates@fuse.net
- OR you may mail nominations to: Scenic Ohio, P.O. Box 09816, Columbus, OH 43209

The Bob Evans Farm

The Bob Evans Farm in Rio Grande, Ohio was once home to Bob Evans, founder of Bob Evans Farms Inc., and his wife Jewell for nearly 20 years. When they purchased the farm in 1953, Bob and a group of eight family members and friends had been making sausage for local groceries and meat markets. They called it Bob Evans Farms Sausage – “made by a farmer on the farm.”



Bob's television ads invited people to “come down and visit us” at the farm. Before long, so many people came that it was hard for Bob and Jewell to accommodate them. So in 1961 the company built a restaurant at the farm. The Sausage Shop, which is now a Bob Evans Restaurant, was the company's first venture into the restaurant business.

The history of the farm is reflected in the farm's log cabin village, Adamsville. Originally settled in the early 1800s, today it is the site of five authentic log cabins.

Whether your interests are in attending the annual Bob Evans Farm Festival, sampling simple pioneer living or visiting the Homestead museum, a beautiful country setting awaits.

Bob and Jewel Evans raised their six children in the large, brick farmhouse known as the Homestead.

The Homestead, an Ohio Historical Site on the National Register of Historic Places, was built in 1825.

In its early years, it served as a stagecoach stop and an inn. Today the Homestead serves as a company museum.

Bob and Jewel lived in the Homestead until a steadily increasing flow of visitors began to keep them too busy. Bob Evans Farms Inc. acquired the Rio Grande farm in 1973, to maintain as an active farm and as a recreation and local historical center.



Christine Freitag | Remembering Her Service To Scenic Ohio

by Gary W. Meisner, FASLA

My first meeting with Christine was in Akron, Ohio in the 1970s where she served on Akron's Planning Commission and Urban Design and Fine Arts Commission. She had an uncanny ability to get to the heart of an issue from her perspective and never let go of a principled opinion. Good planning and design were always her goal. She was never shy about confronting developers and city leadership alike. She maintained the highest standards with all of her professional, civic work and inspired everyone around her to make the world a better place by being involved. As City Design Administrator, this



usually meant Christine positively reinforced my staff's planning and design goals.

Her volunteer work included many local, statewide and national organizations: the Akron Garden Club, Garden Club of America, Cuyahoga Valley National Recreation Area, Nature Conservancy, League of Women Voters, Summit County Metro Parks and Ohio Environment Council

Christine and Sandra Smith joined the board of the "Ohio Roadside Council" and immediately led the effort to change our name and affiliate "Scenic Ohio" with Scenic America 20+ years ago. Their goal was to expand Scenic Ohio's knowledge of other scenic

organizations across the country and thereby improve our effectiveness to serve the people of Ohio. She served as chairman until 2007.

Christine was a passionate defender of the public's right to locally ban billboards and return to having control of the visual environment in their jurisdiction. The 1965 Highway Beautification Act and 1967 amendment took away some control over billboards from Ohio's villages, townships, counties and cities.

Christine also inspired the board to look ahead and advocate for the conservation of Ohio's many scenic places as well as creating safe and beautiful highway corridors. Christine passed away last August at the age of 84. We miss Christine's voice.



SCENIC
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OUR MISSION AND GOALS

Serve as a leading advocate for the development and preservation of Ohio's scenic corridors and landscapes

Preserve and expand Scenic Byways. Conserve Ohio's scenic, historic, cultural, ecological resources.

Educate the importance of Scenic values in relationship to cultural / historic tourism and the economic growth and well-being of small villages and cities.

Elevate the importance of Scenic values in relationship to Ohio's gateways, portals and "views from the road" for millions of travellers in and through Ohio.

Advance context sensitive design. Work with local jurisdictions, villages, cities, counties, and townships to knit transportation improvements with land use, gateways and other local needs.

Reduce proliferation of off-site signage and billboards that degrade property values and create unsafe distractions and public welfare issues along state and federal highway systems.

Advance "Green" solutions like vegetative sound walls and storm water bio-retention to modernize and make highway corridors more sustainable.

Educate ODOT Districts on how to better manage the "greensward" of our highway corridors.

Give back to local jurisdictions in our Home Rule State the ability to control their visual resources by providing amortization legislation.

Work with local jurisdictions and State agencies including ODOT, Ohio History Connection, Ohio Humanities Council, ODNR, Ohio Division of Travel and Tourism, Ohio Department of Commerce, Garden Clubs and Historical Societies to preserve and conserve scenic resources.

CURRENT PROGRAMS

Working with ODOT to improve roadways, including promotion of living sound walls and improving vegetative management practices. Continue Scenic Ohio "Green Highways" educational workshops with each of the 12 ODOT District offices.

Working with the Ohio Humanities Council, Ohio History Connection, Ohio Department of Natural Resources, ODOT, and The Ohio Department of Development/Division of Tourism to advance a unified online Scenic Resource map and improved Ohio tourism website.

Meeting with Ohio Garden Clubs of America to coordinate advocacy of issues of mutual interest.

Recognizing agencies, organizations and individuals who have significantly contributed to preserving, conserving and enhancing the visual resources of Ohio with the annual Scenic Ohio Awards program. Conducting the awards program to maximize public education on the importance of Scenic Resources.

Continuing to advocate for safe and beautiful highway corridors that minimize distractions that reduce safety to the driving public. This includes distracting lighting, on-premise signs, off-premise signs, billboards and digital billboards.

www.ScenicOH.org