

**Maryland Heritage Area Program**  
**Interview Questions for Heritage Area Board Members (On-Site Meetings)**

Heritage Area: \_\_\_\_\_

Conducted by: \_\_\_\_\_ Date: \_\_\_\_\_

**GENERAL QUESTIONS**

- 1) Why did you join the heritage area board?
  - 2) What do you consider the greatest accomplishments of your heritage area?
  - 3) How do you describe the purpose of your heritage area to a resident?
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**MANAGEMENT**

- 1) How closely does your annual program of work coincide with your management plan?
  - 2) What are the greatest challenges in ongoing management of your heritage area?
  - 3) How much time does the board spend fundraising for the organization compared to program development (or other responsibilities)?
  - 4) How important is the operating grant to sustaining your heritage area? What is your opinion on the proposed decrease and discontinuation of operating funding for a heritage area after a certain number of years?
  - 5) How are concerns of equity addressed in allocation of funds, representation on the board, sources of contribution match?
  - 6) How do you maintain effective communications throughout your heritage area?
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**HERITAGE AREA PURPOSE AND MEASUREMENT OF SUCCESS**

- 1) There are 10 Core Components for Heritage Areas developed by the Maryland Heritage Area Authority.

Remembering the process in developing your heritage area's management plan, which one of these was most important to your heritage area? Which was least important? Why?

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1. Identified boundaries, land use recommendations, and zoning \_\_\_\_\_
  2. Inventory & evaluation of natural, cultural resources \_\_\_\_\_
  3. Public and private support, uses \_\_\_\_\_
  4. Acquisition of property \_\_\_\_\_
  5. Education, interpretation, recreational programs & projects \_\_\_\_\_
  6. Encourage, accommodate visitation & economic development \_\_\_\_\_
  7. Cost/benefit assessment & funding needs to implement plan \_\_\_\_\_
  8. Preservation, protection of natural and cultural resources \_\_\_\_\_
  9. Defined organizational structure to develop, manage HA \_\_\_\_\_
  10. Schedule for developing, managing HA \_\_\_\_\_
- 2) Seven goals were set forth by the Maryland Heritage Area Authority as measurements for heritage area success.

Thinking about your heritage area since its designation, how well have you achieved the following goals? Share some examples to demonstrate performance in these areas (List under each one ...)

1. Enhance visitor appeal and overall "product" \_\_\_\_\_
  2. Increase tourism's economic impact: jobs, taxes, small bus development \_\_\_\_\_
  3. Encourage preservation and adaptive re-use of historic sites \_\_\_\_\_
  4. Increase access to, understanding of important historic sites and events \_\_\_\_\_
  5. Foster linkages among heritage attractions to expand tourism experiences \_\_\_\_\_
  6. Balance tourism impact and resident quality of life \_\_\_\_\_
  7. Build partnerships among local, regional, state organizations, agencies, non-profits, businesses \_\_\_\_\_
- 3) What other ways do you measure success besides these goals?
- 4) How do you determine attribution to the heritage area for success in tourism, preservation, economic development, etc.?
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MARYLAND HERITAGE AREAS PROGRAM MANAGEMENT (STATEWIDE)

- 1) When and how should heritage areas be permitted to revise boundaries?
- 2) How often should heritage areas be required to update management plans?
- 3) Which state agency has been the greatest champion?

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4) Are there any state agencies that you would like to see be more supportive of the Heritage Area Program?

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THE FUTURE

- 1) What type of products, services or programs would you like to see developed by the Maryland Heritage Areas Program to enhance the viability and sustainability of your heritage area program?
- 2) How do you envision your heritage area in 10 years?