

Minutes of the
Seventy-Fifth Meeting of the
Maryland Heritage Areas Authority
April 13, 2017

The seventy-fifth meeting of the Maryland Heritage Areas Authority (MHAA) was held on April 13, 2017 at the Dorchester Center for the Arts 321 High Street Cambridge, MD 21613

Authority Members/Designees Present: Marty Baker, Ph.D., MHAA Vice-Chair (representing MD Department of Transportation Secretary Pete K. Rahn); Elizabeth Hughes (State Historic Preservation Officer); John Wilson (representing MD Department of Natural Resources Secretary Mark J. Belton); Pete Leshner (MD Municipal League representative); Amy Seitz (representing MD Department of Housing and Community Development Secretary Kenneth C. Holt); Janice Hayes-Williams (Speaker of the House representative); Lisa Challenger (Governor's Appointee for Heritage Tourism); Natalie Chabot (Representative for MD Greenways); Robert D. Campbell (Governor's Appointee for Historic Preservation); J. Matthew Neitzey (MD Tourism Development Board representative); Burton Kummerow (President of the Senate representative); Elizabeth Fitzsimmons (representing MD Department of Commerce Secretary R. Michael Gill); Thomas Bradshaw (MD Association of Counties representative); Lee Towers (representing MD Higher Education Commission Secretary James D. Fielder, Jr.)

Authority Members/Designees Absent: Wendi Peters, Secretary, MD Department of Planning, and Chair, Maryland Heritage Areas Authority; Wayne E. Clark (President of the Senate representative); Donna Ware (Speaker of the House representative); Rowland Agbede (representing MD Department of Agriculture Secretary Joseph Bartenfelder); Vacant (representing MD State Department of Education Secretary Karen Salmon)

Staff Present: Bernadette Pruitt, Jennifer Ruffner; Rieyn Deloney (Office of the Attorney General); Eric Beckett (Technical Advisory Committee Member, State Highway Administration)

Heritage Area Directors/Staff Present: Liz Shatto (Heart of the Civil War Heritage Area & Co-Chair, Maryland Coalition of Heritage Areas); Amanda Fenstermaker (Heart of Chesapeake Country Heritage Area & Co-Chair, Maryland Coalition of Heritage Areas) and Juli Strohmer; Hope Stewart (Four Rivers Heritage Area); Shauntee Daniels (Baltimore National Heritage Area); Gail Owings (Stories of the Chesapeake Heritage Area); Aaron Marcavitch (Anacostia Trails Heritage Area); Brigitte Carty (Lower Susquehanna Heritage Greenway); Lucille Walker (Southern MD Heritage Area); Sarah Rogers (Montgomery County Heritage Area); Mary Catherine Cochran (Patapsco Valley Heritage Area); Deidra Ritchie (Canal Place Heritage Area); Jen Durben (Mountain Maryland Gateway to the West Heritage Area); Lisa Ludwig (Lower Eastern Shore Heritage Area)

Others Present:

John Culp and George Shivers (Allen Historical Society)
Mickey Love (Dorchester Center for the Arts)
Katie Clendaniel (Cambridge Main Street)

CALL TO ORDER

The meeting was called to order at 10:16 a.m. by MHAA Vice Chair, Dr. Marty Baker, who chaired the meeting in Secretary Peters' absence.

INTRODUCTIONS

Everyone in attendance introduced themselves.

MHAA CHAIR ANNOUNCEMENTS / UPDATES (Dr. Marty Baker, Vice Chair)

Dr. Baker thanked the Dorchester Center for the Arts for hosting the meeting. She congratulated Ms. Ruffner on being selected as the new administrator for the MHAA.

Dr. Baker began with an update on the legislative session, and reported on the "Road Kill Bill" – there has been a compromise, and the repeal has been delayed.

Ms. Hughes reported on the passage of SB 2, which alters the process by which MHAA may record the boundaries of a heritage area. Previously, a written description was included in the Maryland Register. SB 2 allows for a link to a GIS file instead of a written description.

Ms. Hughes also reported that the MD Historical Trust Improvement Act (HB1513 / SB 1069) passed, which requires an appropriation of up to \$1.5 million for the MHT grant fund on an annual basis. Funding would support the capital preservation, and research and survey grant programs and potentially the museum assistance grant program.

The MHT budget restores \$200,000 for the MHT non-capital grant program and \$600,000 for the capital preservation grant program. MHT had not received funding for these programs since 2010-2012. A grant workshop will be held sometime in May for the non-capital grant program.

Ms. Seitz reported that the DHCD Community Legacy program received level funding from last year. The Baltimore Regional Neighborhood Initiative increased to \$12 million. A request to increase the community investment tax credit program did not pass.

Mr. Wilson reported on two bills related to the use of POS fund – neither bill passed.

Ms. Fitzsimmons reported that the MD Tourism Development Board received flat funding; she also reported on the Tax Credit Bill, which provides another incentive for manufacturing and job creation.

Mr. Eric Beckett was introduced as the newest member of the TAC, representing the MD State Highway Administration, a position previously held by Terry Maxwell.

Ms. Shatto reported on the successful passage of HB 267/SB 257, which was introduced by Delegate Brett Wilson and was co-sponsored by Senator Edward Kasemeyer, to lift the MHAA funding cap from \$3M to \$6M. The original bill was amended to stipulate that if more than \$3M is transferred from POS funds, any additional amount shall be from the State's side of POS.

Resolution R-100 to Approve Minutes from January 12, 2017 meeting.

Dr. Baker called for a motion to approve the January 12, 2017 minutes, with edits to resolve minor typos. Mr. Leshar offered the following motion:

RESOLVED, that the Authority approves the January 12, 2017 minutes as presented.

The motion was seconded by Ms. Seitz and approved unanimously.

Management Report

Maryland Heritage Areas Authority Financing Fund report (Jen Ruffner)

Ms. Ruffner reported that as of March 30, 2017, the current balance was \$255,532.52. This includes \$100,000 for 2017 emergency grants, and reflects four grants that closed under budget, in the amount of \$13,548.40. In addition, a FY-2017 grant of \$80,000 from the Chesapeake Bay Maritime Museum was returned.

Update on proposed amendment to the boundaries of Southern Maryland Heritage Area within Calvert County. (L. Walker, SMHA Executive Director)

Ms. Walker is still getting up to speed as the new director of the Southern Maryland Heritage Area and will be taking a closer look at the boundary amendment(s), but there is no plan to move forward on this at the moment. Proposed boundary amendment (s) will be forthcoming in the future.

MHAA Recruitment Update (J. Ruffner)

Ms. Ruffner reported that a hiring freeze exemption request was forwarded to the Department of Budget and Management requesting permission to hire an assistant administrator for MHAA. MHAA members will be kept informed as the process develops. As soon as she gets the go ahead, a job announcement will be posted.

Update on FY 2018 Grant Round (J. Ruffner)

Ms. Ruffner reported that MHAA received 125 grant applications requesting a total amount of

\$5.8 million, which would leverage \$5.8 million in required match funds, and an additional \$8 million in other project costs, and \$9 million in other state funds.

The TAC received their review assignments and will be reviewing the applications at their June meeting. Their recommendations will be presented at the July MHAA meeting. In addition to Ms. Ruffner, MHT staff members Nell Ziehl and Mark Thompson will be assisting in reading and reviewing grants in the absence of a MHAA assistant administrator.

Direct Performance Metrics Report for 2016

Ms. Ruffner gave a summary of the Direct Performance Metrics report. All heritage areas met or exceeded standards.

Economic Impact Study

At the January MHAA meeting, staff were instructed to include a discussion of an economic impact study of the Heritage Areas Program on the April TAC meeting, and the April MHAA meeting agendas.

The TAC discussed the needs, and determined that there are two goals: to get updated figures together quickly for the next session; and to figure out how to get program impact information in a more deliberative and ongoing way, and a way that is not grant funded.

To that end, the TAC recommended the following:

- Conduct a study that is on-par with the study that was conducted in 2003 to quickly update the data; and
- Research the idea of a more complex and recurring study in the future.

The group discussed possible actions, including the possibility of issuing a Request for Information; the importance of including the Coalition members in the process; the need to determine what elected officials would like to know; the desired outcomes of a such a study; and the possibility of doing a quick update of the data before the 2019 legislative session, and then spending more time researching a larger study, which would be broader, and better defined as a program impact study.

Ms. Seitz made a motion to undertake an update of the 2003 data, which would be used to create an updated report. The motion was seconded by Mr. Bradshaw and approved unanimously.

Maryland Coalition of Heritage Areas (MCoHA) Report
Elizabeth Shatto and Amanda Fenstermaker (Co-Chairs, MCoHA)

Ms. Shatto reported that the Coalition of Heritage Areas met on March 9, 2017. Mary Catherine Cochran and Lucille Walker recapped the “Raise the Cap” effort. The Outreach Committee reported on the success of the January legislative reception and that they are considering making this an annual event. Plans for a Coalition presence at MaCo and MML were discussed. Ms. Rogers led the Coalition through a self-assessment exercise that may inform future branding and marketing of the Coalition and the heritage areas as a collective. The coalition agreed to support legislation to name a State Waterfowl and to nominate Delegate Wilson as a “Best of Maryland” Legislative Champion.

Action Items

Resolution R-200 to Approve a Request by the Anacostia Trails (Maryland Milestones) Heritage Area and Prince George’s County to amend the boundaries of the Anacostia Trails (Maryland Milestones) Heritage Area. (J. Ruffner and A. Marcavitch, ATHA Executive Director)

Mr. Marcavitch gave a quick update on this boundary amendment, which has been in process for some time. The feasibility of including Cheverly was discussed, and the TAC members indicated that they were satisfied that the town has sufficient heritage tourism potential, including a link to the metro, and a hotel, to merit inclusion.

Mr. Bradshaw made the following motion:

RESOLVED, that the Authority approves the request by the Anacostia Trails Heritage Area and Prince George’s County to amend the boundaries of the Certified Heritage Area to include the City of Bowie, the Town of Cheverly, and unincorporated areas of Prince George’s County at Glenn Dale.

The motion was seconded by Mr. Campbell and approved unanimously.

Resolution R-300 to Approve a Request by the Lower Eastern Shore Heritage Area and Wicomico County to amend the boundaries of the Lower Eastern Shore Heritage Area. (J. Ruffner and L. Ludwig, LESHA Executive Director)

Ms. Ludwig gave a brief introduction about the Village of Allen, and Mr. Leshar shared that he was impressed with the depth of support that this small community has for the heritage area and heritage tourism.

Mr. Leshar offered the following motion:

RESOLVED, that the Authority approves the request by the Lower Eastern Shore Heritage Area and Wicomico County to amend the boundaries of the Certified Heritage Area to include the unincorporated Village of Allen and the connection from the Certified Heritage Area at Nanticoke Road (Route 349/Chesapeake Country Blue Crab Scenic Byway) at Upper Ferry Road.

The motion was seconded by Ms. Challenger and approved unanimously.

Resolution R-400 to Approve a Request by the Heart of the Civil War Heritage Area; the Towns of Keedysville, Clear Spring and Funkstown; and Washington County to amend the boundaries of the Heart of the Civil War Heritage Area. (J. Ruffner and L. Shatto, HCWHA Executive Director)

Ms. Shatto gave a brief introduction to the areas to be added to the heritage area.

Mr. Bradshaw offered the following motion:

RESOLVED, that the Authority approves the request by the Heart of the Civil War Heritage Area; the Towns of Keedysville, Clear Spring and Funkstown; and Washington County to amend the boundaries of the Certified Heritage Area to include the Towns of Keedysville, Clear Spring and Funkstown; Fort Frederick State Park; and Washington Monument State Park.

The motion was seconded by Mr. Wilson and approved unanimously.

Cambridge Main Street Update (K. Clendaniel)

Ms. Clendaniel, the Main Street Manager, gave an update on projects taking place in Cambridge Main Street, including the stabilization of the buildings on Race Street, supported in part by MHAA grants and funds from the Department of Housing and Community Development; as well as plans to relocate the farmer's market to the 500 block of Race Street.

MHAA Member Announcements

Ms. Seitz announced that DHCD is now a state affiliate of Keep America Beautiful / Keep Maryland Beautiful. The program components work with community level grass roots, workforce development/ apprenticeship program and statewide cleaning efforts to keep Maryland beautiful. The DHCD has provided funding to administer the grant program.

Ms. Challenger announced that Salisbury is a finalist of three in the running to host the National Folk Festival for 2018-2020. The three counties are working with the City of Salisbury, the County and Ward Museum to make it all happen.

Ms. Hughes announced that the Maryland Preservation Awards will be held on April 20. The event is free and open to the public. She also shared that MHT will sponsor a day long Flood Workshop on May 25th. A minor fee will be collected for lunch.

Dr. Baker announced that MDOT and State Highway grants programs are starting, with Bikeways grants coming up in May, and the Recreation Trails program in July.

Mr. Bradshaw announced that they are working on legislation in Dorchester County that would give tax credits for up to five years for rehabilitation and renovation of older properties.

Heritage Area Directors Announcements

Anacostia Heritage Area

The Preservation Awards for Preservation Maryland will be held at the College Park Aviation Museum on May 11th. The Prince George's County Preservation Reception at Darnall's Chance in Upper Marlboro is on May 25th. A series of meeting will be held regarding the bike trail crossing the Patuxent River into Anne Arundel county.

Maryland Municipal League (MML) will be held the last week of June. Mr. Marcavitch will attend with Ms. Owing and Ms. Ludwig.

Mr. Marcavitch also reported that the Rockets Bike Rally with a scavenger hunt will be held on May 6, 2017. Registration starts at 10 a.m., rain or shine. The entire month of May is Rivers to Rockets Weekends.

Stories of the Chesapeake

Ms. Owings reported that the Stories of the Chesapeake Heritage will be holding its Heroes Awards event which will be held at the Kennard School and African American History Museum in Centreville on July 8, 2017. The screening of the Captain Meredith documentary and the Blacks of the Chesapeake exhibit at the Queen Anne's Heritage Center at Kent Narrows will be held on May 6, 2017.

A Historic Tax Credit Workshop was held in Federalsburg and two others workshops will be offered in Easton on April 19th and Chestertown on May 10th.

National Baltimore Heritage Area

Ms. Daniels announced that the National Baltimore Heritage Area's fundraiser *History is a Drag* will be held April 20, 2017. History is not about being a drag it's about transformation. Funds raised will go to the heritage investment program.

Patapsco Valley Heritage Area

Ms. Cochran announced that they have a new office located at 3740 Old Columbia Pike in Ellicott City. The Guinness Brewery is opening in the fall.

Patapsco Heritage Greenway Trail which runs from Sykesville to Baltimore had their 1st public presentation of the development plan.

Lower Susquehanna Heritage Area

Ms. Carty reported that in partnership with Exelon and the Central MD chapter of Delta Waterfowl, LSHA will be hosting their 17th Annual regional environmental stewardship event, River Sweep on Saturday April 22, 2017. River Sweep is a shoreline cleanup along the Susquehanna River and Upper Bay. Six sites across both Harford and Cecil counties were selected. In partnership with Exelon, they are hosting the first National Trails Day, June 3, 2017.

Montgomery County Heritage Areas

Ms. Rogers reported that the 20th Annual Heritage Days Weekend will be held on June 24th-25th.

Southern Maryland Heritage Area

Ms. Walker gave an update on the Mallows Bay National Marine Sanctuary designation process. She also addressed the connectedness of stories between the Heritage Areas. In particular, the vital need for the African American experience to be told and interpreted. She talked about the sites in Southern Maryland that connect to the Harriet Tubman site, and mentioned how even small / mini grants can have a big impact. She also shared that there is a Josiah Henson archeology project going on in Port Tobacco.

Four Rivers Heritage Areas

Ms. Stewart shared that their new visitor-friendly website (funded by a FY-17 Marketing Grant), was launched on time and on budget, this past March 24th for Maryland Day weekend.

She also shared that Maryland Day was very successful this year, and the theme was "Made in Maryland." More businesses participated than ever before, the free transportation was expanded outward from just downtown, the new Facebook approach was highly successful - resulting in an increase in event website views by 250%. The weather was great, attendance was up, it was a terrific event all around.

Three new mini-grants were awarded this spring, for a total funding for the year of \$25,019 for 13 projects, with total project costs of \$293,860.

Mountain Maryland Gateway to the West

Ms. Durben reported that the Mountain Maryland Gateway to the West have two upcoming Heritage events; the Grantsville National Road Festival May 13-19th, and the Garrett Celtic Festival on Saturday, June 4 in Friendsville.

Canal Place Heritage Area

Ms. Ritchie reported that the Whiskey Rebellion event will be held from June 9-11th in Cumberland. The Footer's Dye Works building is on scheduled be completed by December 2017. She reported that the Appalachian Forest Heritage Area (AFHA) National Certification bill was introduced on the Senate side and is being forwarded to Congress and she is optimistic the certification will finally occur. The AFHA includes 16 West Virginia counties and all of Allegany and Garrett counties in MD.

Heart of the Civil War Heritage Area

Ms. Shatto reported that HCWHA has been busy with activities pertaining to the Washington County boundary amendment. The tour and public hearing took place on March 28th and she thanked the MHAA for supporting this expansion. She also shared that their geocaching trail was launched in October, and it has been a great draw so far.

Lower Eastern Shore Heritage Area

Ms. Ludwig recapped prior events leading up to the hearing held on the proposed LESH Certified Heritage Area boundary amendment. She introduced Allen Historical Society President Mr. John Culp and member Mr. George Shivers who were in attendance with her. She announced that the 17th LESH Annual Luncheon Meeting is scheduled to be held on May 4th in Salisbury. Mr. Edwin Remsburg will be the keynote speaker.

Heart of the Chesapeake Heritage Area

Ms. Fenstermaker reported on the opening of the new Harriet Tubman Visitors Center. There have been over 10,000 people who have visited so far. They are working transportation enhancement plan and have applied for a grant from the Federal Land Access program to support transportation from downtown Cambridge to Blackwater to the Tubman Visitor's Center. The Multi-year program would be helpful to create a professional transportation service.

The exterior of the visitor center is being painted and they are installing a new welcome sign, as well as photo murals which were supported by a grant from MHAA.

New Business

Ms. Fitzsimmons reminded the heritage area directors to post all their events to the Visit Maryland website (www.visitmaryland.org).

Ms. Hughes mentioned the need to make some amendments to the MHAA regulations regarding boundary changes and streamline amendments to management plans.

Mr. Bradshaw mentioned his concerns about the Anchor of Hope cemetery, which is threatened, and asked for assistance from MHAA members on resources. Ms. Hayes will put him in contact with the Coalition to Protect Maryland Burial Sites.

Adjourn

Dr. Baker called for a motion to adjourn. Ms. Seitz made a motion to adjourn, that was seconded by Mr. Bradshaw and approved unanimously.