

Minutes of the
Sixty-Third Meeting of the
Maryland Heritage Areas Authority
April 24, 2014

The sixty-third meeting of the Maryland Heritage Areas Authority was held at the Chesapeake Bay Environmental Center, 600 Discovery Lane, Grasonville, MD 21638 on April 24, 2014.

Authority Members/Designees Present: Amanda Stakem Conn, Deputy Secretary, MD Department of Planning (representing MD Department of Planning Secretary Richard E. Hall); Hannah Byron (representing MD Department of Business & Economic Development Secretary Dominick Murray); John Wilson (representing MD Department of Natural Resources Secretary Joseph P. Gill); Marty Baker (representing MD Department of Transportation Secretary James T. Smith, Jr.); Donna Dudley (Governor's Appointee for Heritage Tourism); Burton Kummerow (recommended by the President of the Senate); Peter Leshner (MD Municipal League Representative); Rowland Agbede (representing MD Department of Agriculture Secretary Earl Hance); Amy Seitz (representing MD Department of Housing and Community Development Secretary Raymond A. Skinner); Wayne E. Clark (recommended by the President of the Senate); Lee Towers (representing MD Higher Education Commission Secretary Danette Gerald Howard); J. Rodney Little (State Historic Preservation Officer); Amy Owsley (Representative for MD Greenways)

Authority Members/Designees Absent: John Fieseler (MD Tourism Development Board representative); Donna Ware (recommended by the Speaker of the House); Robert D. Campbell (Governor's Appointee for Historic Preservation); Ann M. Fligsten (recommended by the Speaker of the House); Marcie Taylor-Thoma (representing MD State Department of Education Secretary Lillian M. Lowery); Vacant (MD Association of Counties representative)

Staff Present: Bernadette P. Pruitt, Jennifer Ruffner, Richard Hughes, Rieyn DeLony, Elizabeth Hughes

Heritage Area Directors/Staff Present: Roz Racanello (Chair, Maryland Coalition of Heritage Areas and Executive Director of Southern MD Heritage Area); Carol Benson (Four Rivers Heritage Area); Jason Vaughan (Baltimore National Heritage Area); Amanda Fenstermaker (Heart of Chesapeake Country Heritage Area); Dawn M. Hein (Mountain Maryland Gateway to the West Heritage Area); Gail Owings (Stories of the Chesapeake Heritage Area); Jay Parker (Lower Eastern Shore Heritage Area); Deidra L. Ritchie (Canal Place Heritage Area); Sarah Rogers (Montgomery County Heritage Area)

Heritage Area Directors/Staff Absent: Liz Shatto (Heart of the Civil War Heritage Area); Aaron Marcavitch (Maryland Milestones/Anacostia Trails Heritage Area); Mary Ann Lisanti (Lower Susquehanna Heritage Greenway)

Others Present: Marci Ross (MHAA Technical Advisory Committee Member)

CALL TO ORDER/INTRODUCTIONS

Ms. Conn called the meeting to order at approximately 10:15 a.m. She introduced new member Mr. Lee Towers and all in attendance introduced themselves. A warm welcome and brief overview of the Chesapeake Bay Environmental Center was given by the Assistant Director Vicki Paulas. The meeting was hosted by Gail Wilson, Executive Director, Stories of the Chesapeake Heritage Area and board Chairman, Ms. Paulette Greene extended a greeting.

MHAA CHAIRPERSON REPORT & UPDATES (Amanda Conn)

FY-2015 Budget Reports:

Ms. Conn reported that the Maryland Department of Planning (MDP) and Maryland Heritage Areas Authority (MHAA) had a positive legislative session with no cutbacks to the program.

Ms. Ross reported that the Maryland Office of Tourism Development (OTD) had a very good session. The Arts Council received record funding. OTD received an extra \$1 million, with \$550,000 earmarked for non-marketing programs, and \$450,000 for the Science Center. \$2 million will go to Maryland War of 1812 Commission activities and the Star Spangled Spectacular, and \$100,000 will go into a grant fund for Destination Marketing Organizations to compete for projects that attract amateur youth sports events. The film tax credit increase was defeated.

As reported at the January meeting, Mr. Wilson stated that the FY-15 budget of the Department of Natural Resources (DNR) includes \$12.6 million for Program Open Space (stateside), \$22.8 million for Program Open Space (local), \$16 million for rural legacy, \$7.8 million for Baltimore City and \$2.5 million for community parks and playgrounds programs.

Ms. Seitz reported that it was a good legislative session for the Department of Housing and Community Development (DHCD). Its two largest programs, Community Legacy Program received \$6 million and the Neighborhood Business Works Program received \$4.25 million.

Mr. Little reported that the Maryland Historical Trust (MHT) received level funding with some unanticipated earmarks. The Sustainable Communities Tax Credit Program was reauthorized with no negative amendments and a new small business component. Ms. Conn indicated that MHT and MDP will work diligently to promote the program.

Ms. Baker reported that the Maryland Department of Transportation (MDOT) had a number of safety bills and set up a program to purchase electric vehicles. MDOT is soliciting proposals for the Bikeways Program. The application deadline is June 6, 2014. State funds must go to local jurisdictions.

The federally funded Transportation Alternative Program is soliciting applications and the deadline is May 15, 2014.

Department of Legislative Services budget analysis and questions regarding suitable performance metrics for individual heritage areas and the overall Heritage Areas Program

Ms. Conn brought to the attention of MHAA the response from MDP/MHAA to the Department of Legislative Services (DLS) budget analysis. DLS recommended that MDP comment on 1) suitable metrics for determining the effectiveness of heritage areas and the overall heritage areas program; 2) attendance as a performance measurement, and attendance trends in heritage area, and 3) suggested strategy of targeting more funding to particular capital projects instead of spreading the funding among so many management and non-capital grants.

There was discussion about how to accomplish the goals and individual heritage areas are assisting toward getting the measures together.

Ms. Conn indicated to the legislature that there is a commitment from MHAA to put the measures in place by the end of the year. A working group is developing recommendations for both the Management Entity Performance Measures and the Program Impact Measures.

Canal Place Heritage Area – Legislative Budget Committee’s request for report on “Alternatives to State Ownership of Canal Place Property”

There was a movement from some legislators in Western Maryland to transfer the Canal Place Preservation Development Authority (CPPCD) to another owner due to its inability to achieve financial self-sufficiency. It is therefore worth examining if there is another ownership structure that would allow for greater success. The legislature’s Joint Chairmen’s Report for the Senate and House budget committees recommended that MHAA, the Department of General Services (DGS), in consultation with the Canal Place Preservation and Development Authority (CPPDA) prepare a report on alternatives to State ownership of CPPDA’s property.

Recommendations must be submitted to the Governor’s office by December 31, 2014 and should explore at minimum the following options 1) transferring the property to another State agency; 2) transitioning the property to city or county government; 3) transitioning the property to the National Park Service; or 4) to cease operations.

Ms. Conn has yet to meet with DGS to discuss Canal Place, but will be arranging a meeting in the near future. Ms. Conn opened the topic up for discussion.

Mr. Hughes reminded everyone that Canal Place is a state agency and Ms. Ritchie mentioned the various entities/components on the property. The group discussed the current structure and funding of Canal Place, and the possible alternatives.

Ms. Conn asked members to consider volunteering to work with DGS and MHAA staff on the project, as it is important to have the Authority represented in the discussions. She would like a work plan for creating the report to be developed by the next MHAA meeting.

Canal Place Management Plan Update – Status Report

Ms. Ritchie reported that a public hearing was held regarding the Canal Place management plan update, a final draft of which has been prepared.

Mr. Hughes mentioned that the plan was a two year study by a consultant hired to mainly to look at expanding the heritage area. The consultants examined how expansion would assist in sustainability and increased tourism. Due to the current concerns, the recommendation would be to phase in the expansion.

Mr. Little briefly summarized the creation of Canal Place and vision for Maryland's first heritage area.

Providing Opportunities for Heritage Area Directors to Report to MHAA on recent Activities

The group discussed how best to allow the heritage areas to share their achievements and what they are working on with the Authority, including time at each MHAA meeting, written reports, bullets of top subjects, and other options. No recommendations were made at this time.

APPROVAL OF MINUTES FOR JANUARY 16, 2014

Mr. Leshar offered the following motion:

RESOLVED, that the Maryland Heritage Area Authority approves the January 16, 2014 minutes as presented.

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

MANAGEMENT REPORT

Maryland Heritage Areas Authority Financing Fund Report (R. Hughes)

As distributed in the MHAA binder, Mr. Hughes reported that the MHAA Financing Fund balance as of March 31, 2014 was \$305,348.81. The previous balance on November 30, 2013 was \$209,597.81. The \$95,761.00 increase was due to three projects that were completed under budget and two projects that were cancelled at the request of the grantees.

Grants Lifecycle Management Software – Presentation on Implementation Status (J. Ruffner)

Ms. Ruffner gave a brief presentation of the new Grants Lifecycle Management Software, Microedge *Gifts Alta*. The presentation highlighted major features of the system and how it streamlines the grants management process for applicants, reviewers, grantees and staff. The system is being used for the FY-2015 grant round and will be eventually used in tracking all grant programs across MHT. She reviewed the feedback that had been received from applicants, and noted that the system is constantly being adjusted to improve functionality and usability.

MHAA Strategic Plan implementation: Performance Measures Working Group – Status Update (R. Hughes)

Mr. Hughes reported that the Performance Measures Working Group members are Marci Ross, Roz Racanello, Amanda Fenstermaker, Aaron Marcavitch, John Wilson, John Fieseler and Jeff Buchheit.

Mr. Hughes stated the Working Group agreed that the goal of heritage area management entity performance measures is to provide feedback to management entities and MHAA regarding both outstanding performance and areas where improvements may be needed. He indicated that the group is making good progress and has established a step-by-step process of providing assistance to a Heritage Area that is not meeting MHAA established performance targets.:

The next working group meeting is scheduled for May 6, 2014. The group will focus on the overall program impact metrics.

Status of statewide Heritage Area certification efforts and proposed boundary/management plan amendments:

Patapsco Heritage Greenway Certification - Status Report (R. Hughes)

Mr. Hughes mentioned that Mr. Wilson has played a big role in working with the various interested parties. Together they met with PHG and the Sierra Club chapter to address concerns that the Sierra Club had about the heritage area management plan. Four other environmental groups were also present, and it was a very good discussion.

Hurricane Sandy Disaster Relief Assistance Grant Program for Historic Properties (Elizabeth Hughes)

The NPS awarded more than \$7.6 million to eight East Coast states to help stabilize or repair historic properties damaged by Hurricane Sandy.

Ms. Elizabeth Hughes announced that MHT received funding from the National Park Service (NPS) and is soliciting applications to assist storm-affected properties, districts or jurisdictions in Maryland. Grants will be offered for rehabilitation, restoration, preservation or protection of structures that were affected by Hurricane Sandy.

Eligible projects are able to apply through a competitive process for capital and non-capital grants of between \$10,000 and \$150,000. Eligible applicants include state government agencies, local jurisdictions, nonprofit organizations, business organizations and individuals. Properties must be listed on or eligible for listing on the National Register of Historic Places. Capital projects require the conveyance of a preservation easement to MHT.

Funds also will go toward documentation, studies, surveys, archeology, or planning activities, including projects that assist with disaster preparedness in areas affected by Hurricane Sandy. Applicants must be able to demonstrate that their properties were damaged in or affected by Hurricane Sandy.

Workshops have been given across the state and applications will be due in May 2014; no matching funds are required. Grant projects must be completed by September 30, 2015. Ms. Anne Raines is the contact person for the program and she can be reached at 410-514-7634.

FY 2015 GRANTS REPORT (J. Ruffner)

Ms. Ruffner reported that MHAA received 170 intent to apply applications. The final 111 applications were submitted and listed in the MHAA meeting binders. The MHAA Technical Advisory Committee (TAC) recommendations will be presented at the next meeting.

HERITAGE AREA 5-YEAR PLAN - SUMMARY REPORT

Ms. Dawn Hein (Heritage Manager, Mountain Maryland Gateway to the West Heritage Area)

Ms. Hein presented a five year (2013-2018) plan for the Mountain Maryland Gateway to West Heritage Area. Six goals of the five year plan include; 1) creating a heritage area advisory board and structure; 2) developing a heritage area marketing plan; 3) developing a heritage area interpretive plan; 4) preserving, protecting and promoting Garrett County's heritage resources; 5) enhancing heritage tourism & increasing visitor experiences; and 6) increasing and enhancing tourism-related business using tax incentives and heritage area resources. The first three goals have been completed.

She also talked about what has been implemented and their accomplishments, showed various heritage ads, talked about new events and development activity, website development, and reviewed the next steps moving forward.

MARYLAND COALITION OF HERITAGE AREAS (MCHA) REPORT

(Roz Racanello – Chair, MCHA)

Ms. Racanello reported that the MCHA met on March 6, 2014.

They talked about the work of the performance measures working group.

She reported that some small organizations found the new online application process overwhelming.

NEW BUSINESS

None.

Mr. Hughes reviewed the tour itinerary.

ADJOURN

The meeting adjourned at approximately 12:35 p.m.