

Minutes of the  
Fifty First Meeting of the  
Maryland Heritage Areas Authority  
Frederick Visitor Center  
151 S. East Street  
Frederick MD 21701  
April 29, 2011

The fifty first meeting of the Maryland Heritage Areas Authority was held at the Frederick Visitor Center beginning at approximately 9:35 a.m.

**Authority Members/Designees Present:** Matthew J. Power, Deputy Secretary, Maryland Department of Planning (representing Richard E. Hall, Secretary, MD Department of Planning and Chairperson of the Maryland Heritage Area Authority); Jennifer Jones for Bill Pencek (representing Department of Business & Economic Development Secretary Christian Johansson); Wayne E. Clark (recommended by President of the Senate); Marty Baker (representing Department of Transportation Secretary, Beverley K. Swaim-Staley); Robert D. Campbell (Governor's Appointee for Historic Preservation Expertise); Ann Fligsten (Speaker of the House representative); John Fieseler (Maryland Tourism Development Board representative); John Wilson (representing Department of Natural Resources Secretary John R. Griffin); Donna Dudley (public member for Heritage Tourism); Burton Kummerow (recommended by President of the Senate); Emmett V. Jordan (MD Municipal League Representative); Vanessa Orlando (representing MD Department of Agriculture Secretary)

**Authority Members/Designees Absent:** Andrea C. Harrison (Maryland Association of Counties representative); Donna Ware (recommended by the Speaker of the House); J. Rodney Little (State Historic Preservation Officer); Marci Taylor-Thoma (Maryland State Department of Education)

**Staff Present:** Bernadette P. Pruitt, Richard Hughes, Jennifer Ruffner, Philip Deters; Shannon Marino; Bill Atkinson (MDP/TAC)

**Others Present:** Carol Benson (Annapolis, London Town, and South County (Four Rivers) Heritage Area); Elizabeth Shatto, Janet Davis, Charissa Stanton, Dennis Frye, Stephen Bockmiller (Heart of the Civil War Heritage Area); Jeffrey Buchheit (Baltimore Heritage Area); Jay Parker (Lower Eastern Shore Heritage Area); Mary Ann Lisanti and Bridgette Carty (Lower Susquehanna Heritage Area); Peggy Erickson (Montgomery County Heritage Area); Renee Bone (Canal Place Heritage Area); Aaron Marcavitch and Sarah Rogers (Anacostia Trails Heritage Area); Nicole Christian (Garrett County Heritage Area)

## **Call to Order**

Mr. Power chaired and called the meeting to order at approximately 9:35 a.m. Those in attendance introduced themselves and Mr. Power noted a goal of keeping on schedule to be on time for tour activities. He thanked Elizabeth Shatto and John Fieseler for hosting the meeting in Frederick, Maryland, complimented them on the new visitor center and film, and all that they have to build upon and said he looked forward to the scheduled activities.

## **New Members**

There were three new members attending the meeting; Burt Kummerow replaced Mr. Robert Agee, representing the President of the Senate; Emmett V. Jordan replaced Phyllis Robinson, representing the MD Municipal League and Ms. Vanessa Orlando replaces Sue duPont, representing the Department of Agriculture (non-voting).

## **Approval of Minutes for January 13, 2011**

Ms. Fligsten offered the following motion:

**RESOLVED, that the Authority approves the January 13, 2011, meeting minutes.**

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

## **Management Report**

Legislative Session Report & FY-2012 Budget – Matthew Power

Mr. Power indicated that the legislative session for this year was hard across state government and agencies. MHAA was awarded 2.5 million with a \$500,000 reduction that was less than hoped for, however, it was not as bad as the cuts at other agencies. Hopefully, the reduction is just for this year, not ongoing and we will re-coop the funding in FY-2013. He further stated that the MHAA is a healthy program and funds will be available for operating funds, management grants and project funding for other entities throughout the state.

MDP expected a slow legislative session this year, however that changed dramatically with the creation of the Septic Bill, which was an interesting and hard fought battle. A task force has been established to look at and address the issue over the next year and recommendations will be made to the governor by the next session.

Mr. Power praised MDP for a draft release for Plan Maryland on April 28, 2010 that is posted on their website. There will be a 120 day input/comment period for the general public, local governments, and multiple ways for citizens to respond. Recommendations and response to the plan will be made to the governor by the fall.

Mr. Clark inquired if the septic task force was on MDP's website. Mr. Power responded that the executive order has been on line since last week, but that because the task force was only

announced last week, appointments have not been made, although he anticipates a quick turn around on appointments, as the task force must report back by December.

Mr. Clark inquired what the heritage area directors and the constituents can do to encourage restoration of funding. Mr. Power acknowledged that the Coalition's continued lobbying efforts and getting it to the conference committee were commendable, and show that the General Assembly is receptive to hearing from the heritage areas. Mr. Clark suggested working to target and invited the proper budget committees on both the house and senate sides to tour the heritage areas before for next year's session. He also suggested highlighting a major project in which the governor could visit and be engaged, to see how the \$2.5 million is being used. Mr. Power agreed that they were good ideas and said that he would be happy to work with the Coalition to set something up.

#### Status of Statewide Heritage Area Recognition and Certification efforts:

Patapsco Heritage Greenway Recognized Heritage Area – Report regarding possible reactivation of certification process (Richard Hughes)

Mr. Hughes reported that MHAA was approached by the Patapsco Heritage Greenway Recognized Heritage Area about two months ago about becoming a certified heritage area. The certification process is a two step process. The Patapsco Heritage Greenway completed the first step and became a recognized heritage area in 1997, but never completed the second step to become a certified heritage area. This heritage area includes both Howard and Baltimore counties with a long stretch along the Patapsco River, with 80% the proposed area includes the Patapsco River State Park. In the past there was opposition from environmental groups and others about trails and development within the park, and the possible increased number of tourist.

In the last election, Howard and Baltimore both elected new county executives. Howard County's new executive wanted to revive the effort and move forward with certification. An advisory group was brought together that met with Mr. Hughes. Buy-in for the project was requested from Baltimore County.

The Baltimore County executive responded and did not feel that they could join the effort to move forward at this time due to budget constraints and their current work to update their comprehensive plan (even though that would be a perfect time to do certification).

A lot of interested remain in Howard County and discussions continue with representatives from tourism and the state parks, but for now certification remains on hold.

#### Maryland Heritage Areas Authority Financing Fund Report – Richard Hughes

Mr. Hughes reported that as of March 30, 2011, the MHAA financing fund available balance was \$199,781.31.

## FY 2012 Grant Round – Report (Richard Hughes)

Mr. Hughes announced that since the start of the program, \$21 million in grant funding has been awarded, all of which has been matched, which represents a significant investment in heritage tourism. He reviewed the summary of a report that was distributed to MHAA members of the all of FY-2012 grant applications that were received from the 11 certified heritage areas. He reported that it is a record year with 103 applications received. A little over \$4.7 million was requested with approximately \$2.3 million available for grant funding.

Mr. Power thanked the heritage area directors for getting the word out about grant opportunities, and stressed that a key way to get funding is to demonstrate the need for, and the popularity of the program. Mr. Hughes shared that the amount of funding that is being leveraged by the grant applications is also higher this year – largely because of a substantial number of capital projects, which tend to leverage more funds. The grant applications are leveraging \$14.5 million.

Mr. Hughes said that match for the heritage area management grants was particularly difficult, with a number of heritage areas having trouble raising funds from county and municipal governments this year. Mr. Clark noted that local governments will continue to have cuts to their revenue, and MHAA needs to be sensitive to that reality when it comes to expectations of city/county match, and that should be reflected in the policies.

Ms. Shatto shared that some organizations that have not traditionally come to MHAA for funding have applied this year because the places they usually apply do not have funds available.

Mr. Power began a discussion on a issue relating to grant awards and grant funding, and the way in which grants are rated and ranked. He asked for feedback from Authority, and asked the TAC to look at the issue of whether there is a hard ceiling, a maximum amount awarded to a given heritage area. He stated that he wanted the MHAA to fund the best projects and demonstrate the best product on the ground, but that he also did not want to lose the geographic diversity of the program, which spreads funds throughout the state. Mr. Power stated that for FY 2012 he has asked the TAC to not use a cap, and is also asking the TAC to look at how to get the right balance to ensure the best projects are funded while at the same time avoiding having one or two heritage areas dominating the grants.

Mr. Clark stated that he felt that it was important to give weight to grants that leverage funding from other sources. Mr. Kummerow shared that the Office of Tourism Development, in conjunction with the 1812 Bicentennial, has developed a fairly sophisticated priority system for how sites are designated which would be worth looking at as a comparative exercise.

Mr. Kummerow asked if there was a history of one heritage area dominating the grants, and Mr. Power indicated that there was not, that the TAC has done a good job balancing, and balance is what he is hoping to have them look at again. He also noted that having spent the last four years developing performance metrics in the strategic planning process, the goal is to incorporate those performance metrics into the grant review process. He reiterated that this is a conversation that will continue throughout the year, with feedback from the heritage areas as well. The goal is the

balance between funding the best projects, but at the same time achieving a good geographic distribution throughout the state.

Mr. Campbell noted that it was hard for him to imagine a solution that is in policy rather than procedure. He said that policy sets up to judge on merit, and he wouldn't argue against that. He feels that geographic diversity becomes one of the factors weighed in considering a grant application. He said it feels like competition based on merit is the right place to be.

For the benefit of the new members, Mr. Hughes briefly explained the current application process. Grant applications are first submitted to the local heritage areas, each of which have their own management entity. The management entity reviews and ranks the applications, and sends their prioritized recommendations to the MHAA. The way the process has worked at the TAC review level, in the numerical ranking system used, MHAA doesn't want the local rank to be the sole factor in selection, but a big part of it, so the biggest number of points comes from local rank.

Mr. Wilson asked if someone thought the current system of ranking grants was broken. Mr. Power indicated that there is some concern that having a hard cap, that is, dividing the available funds by 11 and distributing in order, may not be the best way to get the best projects funded. He noted that if the TAC looks at it and comes back to say this is the best way to do it, he is okay with that. Mr. Wilson said that the TAC never had a hard and fast cap – there was an unwritten policy to try for some geographic distribution, but not a numerical cap. He said that he felt like the TAC achieves a good distribution of projects.

Mr. Power responded that if the TAC has an unwritten policy, then it may simply be that it is made a written policy – he wants the actual criteria in the policies to match what the TAC is doing. Reading the regulations right now, you can't see how the TAC makes its recommendations. He is therefore asking the TAC to wrestle with this a bit and get back to the Authority with their recommendations.

Mr. Campbell remarked that in looking at the total awards made to each heritage area, the one that might raise questions is Baltimore, which has gotten the most grant awards overall, but at the same time, they have submitted 25 proposals this year, there is a strong emphasis on the War of 1812, and they should be coming in with lots of strong proposals.

#### MD Cultural Data Project (MdCDP)–Report on decision to cancel participation (Matt Power)

Mr. Power gave an overview of the Maryland Cultural Data Project /The Pew Charitable Trust and MHAA goals with regards to working with the group. In the end, it was found that the MdCDP was not a good fit for MHAA and was most useful for the arts and museums in spite of efforts put forth by the heritage area directors, entities, and MHAA to work with the MdCDP. The many comments received from the board, staff and heritage area directors on behalf of themselves and organizations within their heritage areas was taken into consideration. It was felt that there was limited access to information once it was put in the system, and data was not readily available for lobbying efforts to show the positive impact of the program. As a result, the decision was made to discontinue participation in the MdCDP in FY-13.

### MHAA Strategic Plan implementation reports (Jennifer Ruffner)

Ms. Ruffner went over the reports on the progress made by MHAA and the management entities on the Short-Term goals set forth in the Strategic plan. She noted that many items have been crossed off the list so far. This quarter the focus has been on strategies for collecting data, including the creation of an online survey instrument to conduct a 360 survey of everyone involved with the heritage areas. The baseline data collection procedure is also being developed. The goal is to be able to demonstrate the impact of the heritage area program. Content for a brochure about the Heritage Areas Program is being developed as well.

The management entities are also making progress on their short-term goals for the strategic plan. Right now the focus is on the development of the five year plan for each heritage area. A work plan and outline is due in July, a draft plan is due in December, and then the final plan will be due in Spring 2012.

Ms. Fligsten asked about items that are marked as completed because it was determined that the particular strategy wasn't feasible or desirable, and noted that these still may be important strategies, so were they still going to be pursued. Ms. Ruffner said that in those cases, alternative strategies were being explored to accomplish the goals set forth in the strategic plan. She gave the example of the strategy which calls for regular meetings with the destination marketing organizations and heritage areas – it was determined this larger type of meeting was not feasible, but instead it would make more sense to have smaller meetings in heritage areas where the relationship with the DMO was not as strong to build that relationship.

Dr. Baker asked if the internal evaluation tool would examine the economic benefit of the heritage areas program, and Ms. Ruffner said that was one of the goals.

### Report on Grants Lifecycle Management Software (Jennifer Ruffner)

Ms. Ruffner reported that staff continues to explore the purchasing of a commercial off-the-shelf software system for grants lifecycle management. This is a combination of database and online application system. This would be a centralized system that would link with all the grant programs at the Maryland Historical Trust, improve relationship management by enabling better tracking of grant history across programs, and allow applicants and reviewers to access and submit materials online.

An RFP has been written, and is currently being reviewed by the Department of Information Technology (DOIT). At the same time, a parallel process is happening, called a PORFP, which is when an RFP is sent to the State's Master Contractors, which is an expedited process where if there is a master contractor that can meet the technology needs, the full-blown RFP process will not need to be followed. The deadline for the PORFP is Tuesday, May 3, 2011. If a vendor is not identified through that process, a complete RFP process will be begun once it has been approved by DOIT.

Mr. Power commented that this system would not only make it easier for staff to process grants, but will also make it easier for grant applicants, and everyone who touches the grants. Most systems allow for online applications, many include reminder capabilities that automatically send reminders when deadlines are approaching, and it will allow reports to be submitted online. The system will streamline the entire process.

Ms. Fligsten asked how hopeful staff were about finding a vendor through the PORFP process. Ms. Ruffner stated that there were not many master contractors who provide grants lifecycle management software. One that is being used within the state is a system called Intelligrants, which is being used by the Department of Transportation, but it may be too expensive. Another vendor has expressed an interest in submitting a proposal, so there may be another option as well.

### **Discussion Items**

#### **Garrett County Management Plan** –(Nicole Christian & Richard Hughes)

Mr. Hughes reported that Garrett County is currently working on the second step to become a certificated heritage area. They have developed a draft 850 page management plan that has been reviewed by staff and the Technical Advisory Committee (TAC). Comments are being consolidated from MHAA staff, the TAC, SHA, MHT, DNR and MDP. Those comments will then be forwarded to Garrett County.

The MHAA traditionally tours the resources that are to be supported through the heritage area program and by statute are required to hold a public hearing regarding the request for certification. Mr. Hughes explained that it will take two days, on June 20-21, 2011 for the tour and public hearing, and he is still looking for MHAA volunteers to participate. He asked those who were interested in volunteering to contact him or Jen Ruffner. Mr. Hughes hopes that the Authority will act on this at its July meeting.

The County has also been proactive in the other requirement of certification, which is to have the local municipalities and the county amend their comprehensive plans to incorporate the heritage area management plan.

#### ***Comments from Ms. Nicole Christian***

Ms. Nicole Christian, President and CEO for the Garrett County Chamber of Commerce and DMO for the county, said that they are preparing for the tour and public hearing on the June 20-21, 2011. Garrett County is a natural fit for heritage tourism, drawing over 1.1 visitors a year. She is very excited to become certified, so they can get started on projects. She acknowledged that in the past there have been some changes in staff and she hopes to hire a full time manager within the next couple of weeks, but until then the Chamber will continue to fulfill that role.

Ms. Christian noted that once they have the comments from MHAA they will be working closely with their consultants to make the changes necessary. They are also working closely with Terry Maxwell so that scenic byways will be a portion of the plan and tied in with the heritage area.

The heritage area themes center around tourism, agriculture, history and heritage, ties into the natural landscapes and natural resources. The heritage area includes scenic byways, Mountain Maryland, a portion of the National Road through Grantsville, the railroad is a big part of the history (the town of Oakland is working on a transportation museum as well as the B&O train station museum, which will be connected with the B&O Railroad Museum in Baltimore). Coal, natural gas, hydropower (the lake was built for hydroelectricity), wind power, are all important in Garrett County, so sustainability and energy independence are big issues.

Mr. Deters asked about the role of the Garrett County Community Action Committee. Ms. Christian said they have been very engaged in the TAC and helped with the initial writing of the grants. She said that the Chamber will be management entity upon certification, but will continue to partner with Community Action, and other partners, such as Garrett Trails, DNR, MDE and Garrett College.

Mr. Clark asked about Target Investment Zones (TIZs), which he noted would be critical in a large heritage area, particularly when the heritage area is the whole county, and it is important for the local community to really set priorities in those TIZs. Mr. Hughes stated that the revised boundaries in the management plan have been narrowed down extensively, with 8-9 TIZs, mainly focused on the towns.

Mr. Power asked that once the new heritage area director is hired, that they are encouraged to participate in the Coalition of Maryland Heritage Areas.

## **Action Items**

### **Proposed revisions to MHAA Emergency Grant Policy (Richard Hughes)**

Mr. Hughes gave the background on emergency grants and mentioned that concerns were brought to the attention of MHAA staff and board wherein grants were being brought to the MHAA without having to follow the regular policy of having the local management entity review grants prior to their submission to MHAA. Mr. Hughes reviewed the existing policy.

Ms. Fligsten asked about the last emergency grant, for the Miller's House. Mr. Hughes reported that the Friends of Wye Mill are still negotiating with the owner, but have a tentative agreement to buy the property, and hope to acquire it very soon.

Mr. Campbell expressed concern over the concept of emergency grants, as he feels that the claim of an unanticipated need is dubious, and it puts the applications in a context where it is difficult to make a fair comparison relative to regular applications. He would like to see a word other than "unanticipated." Mr. Deter commented that MHT has gone through this already, and it was determined that "unanticipated" means "emergency." It does not mean "failure to act when should have."

Ms. Fligsten asked if the revised policy would have allowed funding for the Miller's House, as they still do not have a contract, and if something can wait four months, it is perhaps not an emergency.

The group discussed if emergency grants should also be reviewed by the TAC, rather than just going to the Authority for approval, to provide an extra hurdle to ensure the need truly is an emergency.

Mr. Clark suggested including language that the emergency grant should be ranked locally and that ranking should be placed in the overall rank of the previous grant round projects, to see if it falls above the overall cut line, before it is funded.

Wayne Clark offered the following motion:

**RESOLVED, that the Maryland Heritage Areas Authority approves the following amended Emergency Grants Policy that supersedes the policy adopted by MHAA on July 8 2003:**

### **Eligibility Requirements**

The Maryland Heritage Areas Authority (MHAA) will consider applications by local jurisdictions and non-profit organizations for grant funds outside of a regularly scheduled grant round to help meet unanticipated or emergency needs that arise because of unpredictable or unforeseen situations that necessitate an immediate need for heritage tourism development activities, **or** to assist activities that provide a special opportunity to engage in heritage tourism development activities within a narrow time frame.

Grant applications must demonstrate that the need for the activity was unanticipated at the time of the previous application round, explain the reasons why the activity cannot wait until the next grant round; **or**, show that a situation has occurred since the last grant round which necessitates an immediate need for heritage tourism development activities.

### **Application Requirements**

Applicants must complete and submit the applicable current MHAA Grant Application form and all required additional supporting information specified in the application instructions or requested by MHAA.

### **Evaluation of Applications**

Evaluations of applications by Certified Heritage Areas (CHA) and MHAA shall take into consideration the following:

- the eligibility requirements contained in this Emergency Grant Policy;
- the "Project Selection Criteria" included in the current, applicable MHAA grant application instructions; and

- the unanticipated, emergency, or urgent nature of the activity
- Where the emergency application would rank when compared to the rankings of all applications submitted in the previous regularly scheduled grant round.

### **Submission of Applications**

Except for activities that will occur in two or more CHAs (“Multi-Heritage Area projects”), applications shall be submitted to the local CHA management entity where the activity will occur. As soon as practicable, the CHA management entity shall forward a copy of the application to MHAA staff.

In accordance with regulations for the Maryland Heritage Areas Grant Program (COMAR 14.29.02.04), CHA management entities shall evaluate emergency grant applications as follows:

1. Applications from local jurisdictions will be evaluated by the CHA management entity which shall within 30 days of receipt of the application forward its comments to MHAA. If the CHA management entity fails to forward comments to MHAA within 30 days of receipt of the application, MHAA may complete its evaluation of the application and determine whether to approve, approve with conditions, or disapprove the application.
2. Applications from non-profit organizations will be evaluated within 30 days of receipt of the application by the CHA management entity which must authorize submission of the application to MHAA. Determinations by the CHA management entity regarding whether to authorize submission of an application to MHAA shall be based on the activity’s compliance with the eligibility requirements of this policy, the “Project Selection Criteria” included in the current, applicable MHAA grant application instructions, and an evaluation of the unanticipated, emergency, or urgent nature of the activity.
  - a. If the CHA management entity authorizes submission of the application, it shall as soon as practicable forward a letter of authorization and its comments to MHAA. If the CHA management entity fails to forward a letter of authorization and comments to MHAA within 30 days of receipt of the application, MHAA may complete its evaluation of the application and determine whether to approve, approve with conditions, or disapprove the application.
  - b. If the CHA management entity declines to authorize submission of the application, it shall as soon as practicable notify MHAA and the grant applicant in writing, including the reasons it declined to authorize submission of the application.
3. Applications for Multi-Heritage Area projects must be submitted directly to MHAA. In accordance with its “Policy for the Submission and Review of Maryland Heritage Areas Authority Grant Applications for Projects Involving Two or More Certified Heritage Areas,” MHAA will distribute copies of the application to all CHAs within which project activities will occur for CHA review and comments. CHA management entities shall forward their comments to MHAA within 30 days of receipt of the application from MHAA. Failure to forward comments to MHAA within 30 days of receipt of the application from MHAA shall be deemed by MHAA to constitute CHA support of the application.

The motion was seconded by Ann Fligsten and approved unanimously with amendments.

### **Maryland Coalition of Heritage Areas (MCHA) Report- Jeffrey Buchheit**

Mr. Buchheit reported for Ms. Racanello. He reported that the MCHA met prior to the TAC meeting on April 10, 2011. Maryland Historical Society's Director of Public Relations and Marketing, Mark Apter, gave a great presentation about and ways to work together with MCHA to extend the Historical Society's reputation and services beyond Baltimore City.

Under the leadership of Roz and Liz, MCHA discussed a strategy with regards to the legislature and the Governor's budget. A Senate budget sub-committee met on March 11th, and Ms. Racanello testified before the House budget sub-committee on March 16<sup>th</sup> for continued funding for heritage areas and the MHAA program.

MCHA discussed revisions to the timeline for the strategic plan, and what is needed by heritage areas to work on and complete required five year strategic plans. Each heritage area is in a different place in terms of completing the work items of the strategic plan.

MCHA is excited and looking forward to the new MHAA grant management software system.

Jeff Buchheit, Elizabeth Hughes and Bill Pencek were appointed to the Advisory Committee for the Star Spangled National Historic Trail, Bill serving as Chair, and Mary Ann Lisanti was appointed to the Captain John Smith Chesapeake National Historic Trail advisory board.

### **Heritage Area Directors Reports**

#### **Baltimore National Heritage Area:**

Mr. Buchheit announced that on April 16<sup>th</sup> a series of activities surrounding the commemoration of the Sesquicentennial were held and kicked off at President Street Station with the re-opening of the Eastern Avenue National Bookstore/Giftshop and Baltimore Civil War Museum that is now open seven days a week. A rainy procession continued with the Maryland's Civil War Trail's Expo at the Inner Harbor that included a MHAA grant sponsored living history performance. Because of the weather, the Expo will be held again in the summer.

Mr. Buchheit mentioned that BNHA's RFP comprehensive management plan is due to today and will tie in with the 5 year plan. A new 25 member advisory committee was appointed by the mayor and had their first meeting.

Mr. Buchheit met with the deputy mayor to get permission to form a new 501(c)3 and move to Visit Baltimore, out of the Mayor's office. That request went to the mayor yesterday, and they are waiting to hear.

The Heritage Walk Tours are scheduled to start this week and are currently free, except for Fell's Point. The goal is to become increasingly self-sustainable, and this will be a test.

#### Lower Susquehanna Heritage Greenway:

Ms. Mary Ann Lisanti reported that LSHG celebrated Earth Day with over 1,200 people participating in the River Sweep.

They awarded their first mini grant to the Susquehanna Lock House Museum to create a working model of the canal system.

The major focus for the rest of the quarter is based on in-house strategic planning. They have hired outside assistance to help with the plan, as well as the messaging.

LSGH is working on major land acquisitions in Cecil County that require public and private partnerships. The three major projects are Perryville Pier at Rodgers Tavern, scheduled to open in spring, Port Deposit's Veterans' Park and the Gateways Project in Havre de Grace.

#### Canal Place Heritage Area

Ms. Renee Bone reported that Allegany and Garrett counties both have all new county council members who are a very different group of commissioners. Meetings are scheduled with them to educate them about Canal Place over the next several months. State elected officials remain the same. Cumberland elected a new mayor and city council members. They are working on establishing a relationship with the District One delegation that now shares space with them in the train station.

Canal Place will not request or receive general fund appropriations in FY-2012 so they are emphasizing that to DBM, stressing the importance of MHAA. They are very busy updating their management plan /comprehensive project in cooperation with the city of Cumberland. As part of the plan the city will update their downtown design and development plan. They are partnering with the National Parks Service to conduct environmental analysis components within the plan itself to look at the boatyard idea and implications for the re-watering of the canal related to a tunnel now rather than a bridge. National Park Service is also looking at interpretive analysis for the boatyard project and living history associated with that as well.

Canal Place is looking at expanding its boundaries, re-defining the theme for Canal Place Heritage Area and a possible name change to clear up the confusion between the Canal Place Development Preservation Authority (the management entity) and the Canal Place Heritage Area.

A 29 page RFP was created that generated 35 requests for packets to be sent out to consultants. A pre-bid meeting was held on January 11, 2011. Twenty plus bidders were in attendance and an additional 25 via website. At the end of the month a twelve member steering committee will review incoming proposals, conduct interviews with the top candidates, and offer recommendations to Canal Place Authority, Mayor and Council. An economic development

component has been added as related to the development/revitalization of TIZs focusing on Cumberland and Frostburg. MHAA Strategic Plan requirements will be incorporated as well. The project will start in March/April and hopefully will be completed within 18 months.

They continue to work on Cumberland's Bicentennial celebration of the National Road. Mr. Terry Maxell conducted a scenic byways grants workshop. Allegany and Garrett counties have three byways and only one, the National Road Byway has a corridor management plan. There is some interest in putting forth proposals to prepare the corridor management plan for the other two and bring those entities together focusing on the Frostburg depot and the trail there. They will apply and approach Community Legacy for matching funds. Conversations continue with regards to the development of a restaurant in the Footer Dye Works building and the hotel.

#### Montgomery County Heritage Area:

Ms. Peggy Erickson reported they have had a great month and a half. The premiere of the video on the history of Montgomery County in the Civil War was a great success. They sent invitations and had a little article in the Post, and over 500 people responded, but the venue only sat 300, so they did a second showing, and sold that out as well. MPT will be airing the video the first week in July. They are negotiating with WETA to also show it.

They are redoing their brochure, putting QR codes in, asked their participants to help pay, but many can't afford to participate this year. The Slave Museum couldn't pay their utility bill last month.

June 25-26 are Heritage Days. They have cut down on the number of sites, from 45 to 35. It is a weekend where facilities all over the county are open for free. Sixteen sites will have music. The Revels will perform at 9 sites.

#### Anacostia Heritage Area

Mr. Aaron Marcavitch introduced his new director of interpretation, Sarah Rodgers. She will be handling most of the War of 1812 planning process. ATHA now has a Twitter account. Mr. Marcavitch has been going to most of the communities in the heritage area, reintroducing them to the heritage area and getting them back on board.

1812 planning is moving forward rapidly. Bladensburg waterfront park is being turned into an 1812 Visitors Center, and there will be walking tours from ATHA. The Anacostia Watershed Society and Bostwick Mansion are two other sites that will have activities.

They have been working on a potential name modification, logo modification, to get their message out more clearly. The message right now is not clear.

They are also connecting with folks outside of the heritage area, including Bowie, New Carrollton and Cheverly.

### Lower Eastern Shore Heritage Area:

Mr. Jay Parker reported that they lost almost all of their county funding, and that they have challenges with their relationship with the DMO.

They are in the process of working with the Byways Program to rebrand the Blue Crab Byway, making the connection from Cecil County from Crisfield or Smith Island. Oceanside, they are looking at a cape to cape concept.

They have installed and completed interactive kiosks with touch screens and printers around the three counties. The kiosks will be generating metrics.

They are involved with a federal grant to help retrain watermen who are running out of work, to participate in heritage tourism.

### Four Rivers Heritage Area:

Dr. Benson reported that March 25-27 was the Maryland Day celebration, which is now 3 days. The event has really grown. There is a new emphasis on outdoor activities – the Chesapeake Bay Foundation was a participant, there were walking tours of SERC.

They have a new relationship with a high school in South County, which invited heritage sites to develop heritage center, and develop an exhibit.

The preservation conference will be held in Annapolis in May. The heritage area is doing a trolley tour, taking people to see where MHAA has made a difference at some really important preservation sites around town. There will be a heritage area lunch at the Maryland Inn, with a presentation on the oral history project done by students about Carr's Beach, a wonderful music venue.

As part of their stakeholder planning, the coordinating council have been focusing on different areas, one on arts, one on natural resources, and are working on a development plan in July. They have 3 TIZs expiring in October, and have commissioned a study looking at different scenarios of potential TIZs, not just that sites can have capital grants.

The new Annapolis EDC, has a really dynamic director who works closely with Lisa Craig. They are working with Dr. Benson to talk about TIZs in Annapolis and Eastport.

### Adjournment

Mr. Power thanked Bernadette Pruitt, Richard Hughes and Jen Ruffner for the extra effort and work put forward into preparing for the off-site meeting. Again, he thanked Liz Shatto, Executive Director of Civil War Heritage. The meeting adjourned at approximately 11:40 a.m.

### Tour

MHAA members participated in the launch of a weekend-long Civil War Sesquicentennial event,  
*The Burning Question of Secession: The Maryland Legislature Meets in Frederick*

11:40 a.m. Board bus for ride to Brewer's Alley restaurant.

12:00 p.m. Luncheon at Brewer's Alley. MHAA members join invited State and local elected officials (Governor, President of the Senate, Speaker of the House invited), Heart of the Civil War Heritage Area Board and key stakeholders.

*The setting is where Confederate General Jubal Early was paid a ransom of \$200,000 from the citizens of Frederick in 1864. More recently, the rehabilitation of the building was one of the first projects to benefit from Maryland's Heritage Preservation Tax Credit.*

1:00 p.m. Walk or ride bus to City Hall (formerly the Courthouse), view the film, "Highlights of the Civil War: Maryland Secession Legislature." Remarks by the Governor, Senator Miller, and Speaker Busch, before walking to Kemp Hall.

*The Courthouse and Kemp Hall were the two places where the Maryland legislature met in 1861. The public will be invited to this, and the remainder of the afternoon's events.*

2:00 p.m. -Bill signing ceremony at Kemp Hall.  
-Immediately following the bill signing, unveiling of a new Civil War Trails marker that tells the story of the Kemp Hall Legislative Session,  
-Open house to visit the 3<sup>rd</sup> floor of Kemp Hall, which still recalls the setting in which the House of Delegates met in 1861.

**Activities concluded by 3:15 p.m.**