

Minutes of the
Sixty-Fifth Meeting of the
Maryland Heritage Areas Authority
October 16, 2014

The sixty-fifth meeting of the Maryland Heritage Areas Authority was hosted by the Lower Eastern Shore Heritage Area and was held at the Wicomico Youth and Civic Center, 500 Glen Avenue, Salisbury MD, 21804

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.); Amy Seitz (representing MD Department of Housing and Community Development Acting Secretary Clarence J. Snuggs); Lee Towers (representing MD Higher Education Acting Secretary Catherine M. Shultz); Burton Kummerow (recommended by the President of the Senate); Peter Leshner (MD Municipal League Representative); Wayne E. Clark (recommended by the President of the Senate); John Fieseler (MD Tourism Development Board representative); Robert D. Campbell (Governor's Appointee for Historic Preservation); Rowland Agbede (representing MD Department of Agriculture Secretary Earl Hance)

Authority Members/Designees Absent: J. Rodney Little (State Historic Preservation Officer); Vacant (Representative for MD Greenways); Donna Ware (recommended by the Speaker of the House); Vacant (representing MD State Department of Education Secretary Lillian M. Lowery); Donna Dudley (Governor's Appointee for Heritage Tourism); Vacant (MD Association of Counties representative); Vacant (recommended by the Speaker of the House)

Staff Present: Bernadette P. Pruitt; Jennifer Ruffner; Richard Hughes; Rieyn Deloney

Heritage Area Directors/Staff Present: Carol Benson (Four Rivers Heritage Area); Jeff Buchheit (Baltimore National Heritage Area); Gail Owings (Stories of the Chesapeake Heritage Area); Jay Parker and Lisa Ludwig (Lower Eastern Shore Heritage Area); Deidra L. Ritchie (Canal Place Heritage Area); Liz Shatto (Heart of the Civil War Heritage Area); Aaron Marcavitch (Maryland Milestones/Anacostia Trails Heritage Area); MaryAnn Lisanti and Brigitte Carty (Lower Susquehanna Heritage Greenway); Amanda Fenstermaker (Heart of Chesapeake Country Heritage Area)

Heritage Area Directors/Staff Absent: Roz Racanello (Chair, Maryland Coalition of Heritage Areas and Executive Director of Southern MD Heritage Area); Sarah Rogers (Montgomery County Heritage Area); Vacant (Mountain Maryland Gateway to the West Heritage Area)

Others Present: Marci Ross; Jenn Aiosa, Jack Lenox, Kate Patton, Lee Whaley, Carol Cain, Bill Wilson, Lisa Challenger, Ernest Boger, Geri Bell and Matt Creamer

CALL TO ORDER/INTRODUCTIONS

Ms. Conn called the meeting to order at approximately 10:10 a.m.

Meeting host Mr. Jay Parker welcomed everyone and introduced Lower Eastern Shore Heritage Area board members Jack Lenox, Kate Patton, Lee Whaley, Carol Cain, Bill Wilson, Lisa Challenger, Ernest Boger, Geri Bell and Matt Creamer. He briefly spoke about the sites that the group would be touring in Wicomico and Somerset counties.

Ms. Conn introduced Ms. Jenn Aoisia who is MDP Director of Policy & Planning Research.

She announced that Mr. J. Rodney Little will be retiring the end of the year from MHT after 37 years of service. She credited him as one who was instrumental in the establishment of the MHAA. She will keep MHAA updated regarding the appointment of the new director who will be appointed by the MHT board and approved by the Governor.

MHAA Chairperson's Report & Updates (Amanda Conn)

MHAA FY 2016 Budget Outlook

A budget meeting is being organized at the time. Revenue expectations have been lowered, and with the upcoming election, the budget outlook is unknown right now.

Canal Place Heritage Area – Legislative Budget Committee Report (Update)

Ms. Conn reported that the information gathering in anticipation of the Legislative Budget Committee report has been completed, and a written report is being drafted. A call will be set up with MHAA members who have volunteered to participate in the review process.

Mr. Hughes reported that he and Ms. Ross went to Canal Place and met individually with city and county administrators and Canal Place executive director Deidre Richie. The meetings were very productive and a lot of information was exchanged. They talked about the state's substantial investment in Canal Place, and alternatives to state ownership of 11 acres of State owned land within the heritage area. He noted that it is the smallest but the first heritage area that was created by statute. Those who they met with strongly agreed that Canal Place has been an asset.

APPROVAL OF MINUTES FOR JULY 10, 2014

RESOLVED, that the Maryland Heritage Area Authority approves the July 10, 2014 minutes as presented.

A motion was made by Mr. Leshner, seconded by Mr. Fieseler and approved unanimously with an amendment reflecting that Mr. Raymond Skinner was still Secretary of the Department of Housing and Community Development as of July 10, 2014.

MANAGEMENT REPORT

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

The available balance in the MHAA financing fund is \$14,043.92. The previous amount of \$209,784.92 included the \$209,000.00 that was recaptured to the state general fund from projects that came in under budget or were returned. The funds were previously allocated, but MHAA could not have spent those funds without approval from the Department of Budget Management and the General Assembly.

FY 2015 Grantee Orientation Sessions & Webinar - Report (J. Ruffner)

Ms. Ruffner held a webinar and two grantee orientation sessions for FY 2015 grantees. MHAA and OAG staff continues to work on the 2015 grant agreements, and as of this meeting, of the 60 grants awarded, 22 have been fully executed and 20 are out for grantee signatures. Management grants are processed first and all have been completed for FY 2015.

Status of Statewide Heritage Area Certification Efforts:

Patapsco Heritage Area Certification - Status Report

Mr. Hughes reported that the Howard and Baltimore County Councils approved the Patapsco Heritage Area management plan and voted to amend their respective comprehensive plans if the heritage area is certified by MHAA. He is working on setting up a MHAA tour of the heritage area and the required public hearing sometime in early December. He will forward those details to MHAA members as soon as possible.

The Technical Advisory Committee already has the management plan for review and he encouraged MHAA members to review it as well. The goal is to have the MHAA take final action on certification at its January meeting.

There are still concerns from the Sierra Club about the development of Patapsco State Park. Mr. Hughes and Mr. Wilson along with other DNR administrators have met with those concerned to make it known that development cannot go on in the park without DNR review. Ms. Conn mentioned that she and Paul Cucuzzella met with Sierra Club members and provided a legal memorandum to convey that certification does not provide development rights, and will not allow control of the park by the Heritage Area.

Mr. Hughes indicated that at least three members must attend the public hearing and members discussed how to prepare for the public hearing, press response/release etc. Ms. Conn asked for volunteers.

Possible new grant funding priorities for the FY 2016 MHAA Grant Round

Mr. Hughes indicated that he had some preliminary discussion with the TAC and heritage area directors and came up with a wide range of suggestions about FY 2016 grant funding priorities.

Mr. Hughes opened up discussion with MHAA about FY 2016 grant funding priorities. Members talked in length about projects, thematic and programmatic priorities, local priorities, funding and performance measures, 5 year plans and various commemorations. Suggestions included:

- waiting for the new administration before changing priorities;
- seeing what counties and municipalities are celebrating local anniversaries;
- using the heritage area five year plans as a guide for themes;
- dovetailing with the performance measures;
- focusing on capital projects;
- re-emphasis of program priorities; and
- taking a year off to assess if priorities are necessary.

A motion to eliminate funding priorities for FY 2016 was made by Ms. Byron, seconded by Mr. Leshner and approved unanimously.

Expiring MHAA member appointments - Current Status and Reappointments

Mr. Hughes reported that upcoming appointments will be delayed until the new administration is in place. MHAA bylaws allow those members whose terms are expiring to keep serving until a replacement is appointed.

Ms. Ann Fligsten, Speaker of the House appointee, resigned as of the last meeting due to professional obligations. Maryland Greenway appointee, Ms. Amy Owsley, resigned due to an employment conflict but indicated that she is interested in being reappointed. Maryland State Board of Education ex-officio appointee, Dr. Marcia Taylor-Thoma, retired.

ACTION ITEMS

Emergency Grant Request: Queen Anne's County Historical Society, Inc. (\$6,525) for Tucker House Storm Damage Repairs, 124 S. Commerce Street, Centreville, MD 21617 (Stories of the Chesapeake Heritage Area).

Tucker House, one of the sites visited by MHAA during their tour of Centreville, suffered damage during the summer storms, and the Queen Anne's County Historical Society is requesting an emergency grant to undertake the necessary repairs. They had requested a planning grant in the FY 2015 MHAA grant round to map out the repairs on the entire building, which was not awarded, and the building has subsequently suffered additional damage. Gail Owings indicated the local heritage area is very supportive of the project, and town citizens are donating time and materials to the project as well. Mr. Leshner raised a concern about the limited operating hours, and encouraged the group to make the site more available. The building is open regularly because it is the Historical Society's office and library space as well. The following motion was made by Mr. Clark.

RESOLVED, that the Authority approves a Fiscal Year 2015 emergency grant from the Maryland Heritage Areas Authority Financing Fund in an amount not to exceed \$6,525 (the "**Grant**") to the Queen Anne's County Historical Society, Inc. (the "**Grantee**") for repairs to the

Tucker House (MIHP # QA-139) north exterior wall that sustained significant damage from a severe storm in July 2014 (the “**Project**”), located at 124 S. Commerce Street in the Town of Centreville, Queen Anne’s County, Maryland (the “**Property**”).

AND BE IT FURTHER RESOLVED, that the Authority has determined in accordance with its July 3, 2003 Policy on Emergency Grants that this Grant will help meet unanticipated needs that arose because of an unforeseen situation that necessitates an immediate need for funding assistance, and the Grant application demonstrates that the need for funding assistance was unanticipated at the time of the Authority’s regular grant round.

AND BE IT FURTHER RESOLVED, that the Authority’s approval of the Grant is contingent on the Grantee’s satisfaction of the following conditions:

The Property is encumbered by an existing Easement held by the Maryland Historical Trust (MHT). Prior to construction, repairs, or ground disturbance on the Property, the Grantee shall obtain all necessary approvals from the MHT Director required under the Easement with respect to the Property. The application for such approval shall be submitted to the MHT Easement Program Administrator.

AND BE IT FURTHER RESOLVED, that the Authority’s approval of the Grant is contingent upon sufficient funding being available from the Maryland Heritage Areas Authority Financing Fund.

The motion was seconded by Dr. Baker and approved unanimously.

DISCUSSION ITEMS

Performance Measures Working Group – Discussion of Working Group drafts of:
Heritage Area Management Entities Direct Performance Measures
Heritage Areas Overall Program Impact

Ms. Conn reminded the group that the Budget Committee had asked for this information, and MHAA will be voting on these items at the January meeting.

The Working Group (Richard Hughes, Marci Ross, Roz Racanello, Amanda Fenstermaker, Aaron Marcavitch, John Wilson, John Fieseler and Jeff Buchheit) was charged with formulating recommendations to MHAA for implementation of a system of Heritage Area performance measures to evaluate: 1) local Heritage Area management entity performance; and 2) overall Heritage Area Program impact.

Staff reviewed the proposed measurements for heritage area management entity performance, and the group discussed implementation, how the direct performance measures are used, what happens if a heritage area is not doing as well as desired, and that FY 2015 would be a pilot year to test the measurements.

Staff reviewed the proposed program impact metrics, and the group discussed how data would be collected, how the pilot year would work, and what data would be collected, including whether only select metrics would be collected in any given year, or all metrics would be collected every year to obtain year over year data. The group also discussed the potential burden on the local management entities.

Maryland Coalition of Heritage Areas Report (Carol Benson)

Dr. Carol Benson reported that MCHA members met on September 11 and discussed how to respond to the request for input about the Performance Measures, mentoring and technical assistance. The most important area discussed was grants and working with grant applicants. Everyone does this differently and all agree that some pre-and post-application assistance might help. Before applications are submitted, directors could use mentoring to help with specific areas that are not as specifically related to heritage tourism (i.e., environmental, preservation, K-12 education, etc.), especially for new applicants and newcomers to the process - for instance, how to make the best tourism connection for those types of applications.

Directors would like feedback from the TAC about where an application went wrong, what is lacking, how it could have or should have been better. Some applicants apply repeatedly and are repeatedly not funded which is frustrating for all involved.

There is a need for non-profit management advice (for those that are non-profits), something the TAC would not likely be able to help. Another organization such as the MD Association of Non-Profits might be able to put together an appropriate briefing on best practices advice for managing small non-profits, developing a good working board, and general management advice.

The MCHA was previously told by MHAA that there would be assistance/guidance in fundraising and other ways to seek opportunities to help them become more sustainable and with the creation of their Development Plans. Mr. Hughes indicated the MHAA staff does not have the expertise to help and suggested that MANO might be a source of assistance. Ms. Seitz also indicated that there may be an opportunity to piggy-back on resources provided to the Main Streets program as well.

New Business

None.

Adjournment

Ms. Conn called for a motion to adjourn the meeting. Ms. Seitz made a motion that was seconded by Dr. Baker and approved unanimously. The meeting adjourned at approximately 12:15 p.m.