

Minutes of the
Sixty First Meeting of the
Maryland Heritage Areas Authority
Jefferson Patterson Park and Museum
Maryland Archaeological Conservation Laboratory
10515 Mackall Road, St. Leonard, MD 20685
October 17, 2013

The sixty first meeting of the Maryland Heritage Areas Authority was held at the Jefferson Patterson Park and Museum at the Maryland Archaeological Conservation Laboratory, 10515 Mackall Road, St. Leonard, MD 20685

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 John T. Smith, Jr.); Donna Dudley (Governor's Appointee for Heritage Tourism); Burton Kummerow (recommended by the President of the Senate); John Fieseler (MD Tourism Development Board representative); Peter Leshner (MD Municipal League Representative); J. Rodney Little (State Historic Preservation Officer); Amy Owsley (Representative for MD Greenways); Rowland Agbede (representing MD Department of Agriculture Secretary Earl Hance)

Authority Members/Designees Absent: Marcie Taylor-Thoma (representing MD State Department of Education Superintendent Dr. Lillian M. Lowery); Donna Ware (recommended by the Speaker of the House); Melinda Vann (representing MD Higher Education Commission Secretary Dr. Danette Gerald Howard); Amy Seitz (representing MD Department of Housing and Community Development Secretary Raymond A. Skinner); Robert D. Campbell (Governor's Appointee for Historic Preservation); Ann Fligsten (recommended by the Speaker of the House); Wayne E. Clark (recommended by the President of the Senate); (Vacant) (MD Association of Counties representative)

Staff Present: Bernadette P. Pruitt, Jennifer Ruffner, Richard Hughes, Betty Hobgood, Rieyn Delony

Others Present: Roz Racanello (Chair, Maryland Coalition of Heritage Areas and Director of Southern MD Heritage Area); Jay Parker (Lower Eastern Shore Heritage Area); Mary Ann Lisanti and Brigitte Carty; (Lower Susquehanna Heritage Greenway Heritage Area); Liz Shatto (Heart of the Civil War Heritage Area); Jeff Buchheit (Baltimore National Heritage Area); Dawn Hein (Mountain Maryland Gateway to the West Heritage Area); Dee Dee Ritchie (Canal Place Heritage Area); Gail Owings (Stories of the Chesapeake Heritage Area); Carol Benson (Four Rivers Heritage Area); Amanda Fenstermaker (Heart of Chesapeake Country Heritage Area); Aaron Marcavitch (Anacostia Trails Heritage Area); John Pentecost, (Montgomery County Heritage Area); Susan Shaw (Calvert County Commissioner); Billy Price (Chair, Southern MD Heritage Area Consortium and Ducks Unlimited) ; Jenny Plummer-Welker (Vice Chair, Southern MD Heritage Area Consortium and Calvert County Principal Planner); Doug Alves (Director, Calvert Marine Museum); Jennifer Pitts (Southern Maryland Heritage Area and Manager Religious Freedom Scenic Byway); John Slater, Steve Stannard and Gary Maule (Patapsco Heritage Greenway).

Call to Order/Introductions

Ms. Conn called the meeting to order at approximately 10:10 a.m. Those in attendance introduced themselves.

Mr. Mark Thompson, Director of the Jefferson Patterson Park and Museum (JPPM), gave a brief overview of JPPM and the Archaeological Conservation Laboratory (MAC).

Calvert County Commissioner Susan Shaw welcomed everyone to Calvert County and thanked MHAA for funding many heritage tourism projects and activities in the county..

Ms. Roz Racanello, Executive Director of the Southern Maryland Heritage Area Consortium, welcome everyone, introduced her board members, and briefly talked about the Jefferson Patterson Park and Museum, its architecture, landscape and the donation of the park to the State of Maryland by Mr. and Mrs. Jefferson Patterson. Afterwards she also showed a brief video created with MHAA marketing grant funds about the Southern Maryland Heritage Area.

Approval of Minutes for July 17, 2013

Mr. Fieseler offered the following motion:

RESOLVED, that the Authority approves the July 17, 2013 meeting minutes as presented.

The following amendments were offered:

**Dominick Murray replaced former Secretary Christian Johanssen
Lower Chesapeake Heritage Area corrected to Lower Eastern Shore Heritage Area**

The motion was seconded by Mr. Kummerow and approved unanimously with the amendments.

MHAA Chairperson Update

Ms. Conn indicated that she will be visiting each Certified Heritage Area and her assistant will be calling Heritage Area directors to schedule the visits. She reported she was invited by Ms. Dawn Hein to attend the 200th Casselman River Bridge celebration and ceremony in Garrett County which was partially funded with by an MHAA grant. Ms. Conn complimented Ms. Hein on the success of the event and thanked her for all of her and her partners, including particularly the Maryland Department of Natural Resources, hard work.

Ms. Conn stated that MHAA members had received a copy of a letter from the Montgomery County Heritage Area regarding the FY 2014 grant application for the "Community Cornerstone Video Project." The project had scored low when reviewed by the Technical Advisory Committee (TAC) and MHAA and was not recommended for funding. Ms. Conn, MHAA Administrator Richard Hughes, Assistant MHAA Administrator Jennifer Ruffner, and TAC members Terry Maxwell and Elizabeth de Mozenette meet with Montgomery Heritage Area Chairman, Mr. Thomas Kettler, Montgomery Heritage Area Board member Laura Anderson-Wright, Executive Director, Peggy Erickson, Senator Karen Montgomery, and a staff member from Senator Richard Madaleno's office. The project was discussed in detail, and Ms. Conn,

MHAA staff and TAC members explained the specific reasons why the project received the ranking that led to the project not being recommended for funding.

Mr. Kettler, Ms. Anderson-Wright and Ms. Erickson indicated they will review their available funds that had been obtained for use as matching funds and use what they can from those funds to move the project forward, and will consider restructuring their grant application for possible submission in the FY-2015 grant round. Mr. Hughes will continue to work with the applicants with regard to other grant opportunities.

Management Report

Maryland Heritage Areas Authority Financing Fund (R. Hughes)

Mr. Hughes summarized the MHAA Financing Fund status report and mentioned that a reserve list of additional projects was created for possible funding with monies from grants that were under budgeted, scaled back or cancelled. Mr. Hughes noted that the projects cannot be funded until an additional spending authorization over the previously approved FY 2014 MHAA appropriation is approved by the General Assembly. The Department of Budget Management is still reviewing the request. The requests includes \$127,790 to fund four additional FY 2015 grant projects, plus \$60,000 to be set aside for FY-2014 emergency grants which on average MHAA approves two to three a year (Total = \$187,790). Mr. Hughes reported the MHAA financial balance as of September 30, 2013 was \$106,098.81.

Pennsylvania Heritage Areas Program Staff Visit to Maryland

Mr. Hughes reported that on August 29, 2013 MHAA and Maryland Historical Trust staff had met in Crownsville with key program staff from the Pennsylvania Heritage Areas program. Ms. Carol Benson of the Four Rivers Heritage Area also hosted the Pennsylvania delegation to visit two key heritage sites in the Four Rivers Heritage Area, Historic Annapolis Foundation's Paca House, and historic London Town House and Gardens. Pennsylvania is looking to do a strategic plan for their heritage areas program and they felt that Maryland's program provides valuable models that they are interested in possibly adopting.

Mr. Little noted that when Maryland was considering how to set up a heritage areas program in 1995-1996, only two states, New York and Pennsylvania, had such programs. New York's "top down" program was found to generally not be a good model for Maryland. The Pennsylvania program which delegated a large part of the responsibility for establishing and running heritage areas to decentralized local management entities provided a program structure better suited to the goals of the envisioned Maryland Heritage Area program. That basic structure now forms the basis of the Maryland program.

Mr. Hughes mentioned that Pennsylvania does not have a statute establishing their program, although they are interested in getting a statute passed and are looking at the Maryland statute as a possible model. Mr. Hughes noted that Pennsylvania has 12 state heritage areas, the same as in Maryland, and in Pennsylvania five of these are national heritage areas. The program is housed under Pennsylvania's Department of Conservation and Natural Resources. They did not receive funding for 3-4 years, but managed to stay afloat. Funding resumed recently in the amount of 3 million dollars, which is the same as Maryland's funding level.

Update on development of a Heritage Area Decertification Process as required by MHAA Strategic Plan Strategy 2.5

A draft decertification process was included in meeting documents distributed to MHAA members and Heritage Area directors prior to the meeting.

Ms. Conn stated that the MHAA statute allows for the decertification of a heritage area in certain instances, but noted there currently is not a process in place detailing how a decertification would be implemented. Ms. Byron noted that one possible model may be the process of recertifying Arts and Entertainment Districts every 10 years. Ms. Conn stated that MHAA staff should also review the Maryland Department of Planning's process used for an agricultural program it administers.

Ms. Conn indicated that she would not want the MHAA to get to a point when decertification is being contemplated, but a process known to all has not been developed. Ms. Conn directed MHAA staff continue to consult with the MCHA, TAC and MHAA members on possible models. Mr. Hughes said staff will also research other models that exist, particularly on the federal level.

Grants Lifecycle Management Software - Update on Status (J. Ruffner)

Ms. Ruffner reported that the grants lifecycle management software was approved and finalized at the May 29, 2013 Board of Public Works Meeting. The software, Micro Edge Gifts Alta, is a customize system that will streamline the grant managing process, for processing/tracking MHAA grants and in tracking programs across MHT. A substantial amount of required information will be able to be submitted on line. Ms. Ruffner is still working with an implement specialist from Micro Edge to install the program. The system will able to simplify/handle various levels of the grant management process.

Ms. Ruffner recommended that Heritage Area directors establish an intent to apply date, and a date for applicants to submit the applications to them. All of this will to take place outside of the system. The grant applications will only be submitted to MHAA after it is approved by the Heritage Area director. The system is expected to be implemented by January, demonstrations will be offered and the software program will be used for the FY-2015 grant round. Mr. Ruffner then answered questions from directors.

MHAA Strategic Plan Implementation (J. Ruffner)

Ms. Ruffner reported that it has not been much movement on the MHAA task list for the strategic plan. A couple of the short term goals, decertification and performance measures, will be addressed today. Mid-term goals will be worked on and long term goals extend to 2020 and will move slowly. MHAA is working on a website redesign that will include more information on the heritage areas program.

The Heritage Area directors have been working very hard completing their five year development plans. All tasks are underway by the majority of the heritage areas. She commended heritage area directors on completing a lot of short term goals that were initially listed on the chart.

Status of Statewide Heritage Area certification and propose boundary amendments (R. Hughes)

Patapsco Heritage Greenway certification – Update by Patapsco Heritage Greenway/PHG, Inc. representatives

Mr. Hughes gave some background on Patapsco Heritage Greenway (PHG), the management entity for the Patapsco Heritage Greenway Recognized Heritage Area, and summarized its recent receipt of a \$50,000.00 grant to support two components regarding certification – a public outreach component involving the Urban Land Institute (ULI), and a second phase to update the existing draft PHG Management Plan that was produced in 2000. Mr. Hughes introduced PHG President, Mr. John Slater who summarized the history of the PHG, its area of interest, environmental projects it has conducted, proposed Heritage Area boundaries, current and past challenges, membership, and the organization’s extensive educational and public activities. Mr. Slater introduced PHG Board members Mr. Steve Stannard and Mr. Gary Maule. Mr. Maule gave a PowerPoint presentation on PHG’s plans and efforts to date. He stated that PHG’s goal is to finalize the management plan update and present it to MHAA for review in the Spring of 2014.

Following the presentation, Mr. Little complimented PHG on their hard work and tenacity.

Canal Place Heritage Area (Allegany County) – Management Plan Update and proposed boundary amendment (R. Hughes)

Mr. Hughes summarized that Canal Place Heritage Area (CPHA) has been working on their management plan update for about a year, with one proposed goal being to possibly expand the heritage area to include more areas within Allegany County. CPHA is working with a consultant firm to update the plan. Mr. Hughes will attend a meeting scheduled for October 22nd with Canal Place and the CPHA Management Plan Update Steering Committee. Mr. Hughes stated that some questions have been brought forward by the county and some local governments regarding the possible expansion, the requirement to amend their comprehensive plans, and whether CPHA currently has the capacity to handle an expanded area.

Ms. Ritchie, CPHA Executive Director, talked about the proposed expansion. She stated that some non-CPHA individuals had given certain misinformation to municipalities regarding possible negative consequences of being within a Certified Heritage Area, such as inaccurately stating that inclusion in a heritage areas places restrictions on private property rights. She has been meeting with local governments within the proposed expansion areas to provide them with accurate information. At this point most jurisdictions seem to be supportive and consideration of the possible expansion continues to move forward. She noted that a possible phased approach to expansion of the Heritage Area was being considered. Mr. Hughes stated that other heritage areas have taken this approach.

ACTION ITEM

Request for Scope of Work amendment: FY 2014 capital grant to the Town of Princess Anne, Somerset County for a Visitor Center in the historic Washington Hotel Scope of Work and Budget Amendment: FY 2014 capital grant to the Town of Princess Anne, Somerset County to assist in the rehabilitation of an early 1900's addition to the Washington Hotel as a Visitors Center.

Mr. Ruffner summarized the change in scope that was included in meeting documents distributed to MHAA members and Heritage Area directors. In the 2014 grant round, the town of Princess Anne in Somerset County requested \$100,000 to assist in rehabilitating the historic Washington Hotel. They were awarded \$66,000 in MHAA funding for electrical work. However, the town ran into some roadblocks when it did not receive financial support that was expected from other resources. Work required to the hotel structure was greater than was anticipated, including the need for extensive architectural and engineering assessment. MHAA staff and members did a site visit with Town staff and determined that it was worthwhile changing the scope of work to provide funding for the needed architectural and engineering assessments. Ms. Ruffner stated that the original award included an easement requirement and recapture clause if the heritage tourism component of the project was not implemented or was prematurely terminated. Mr. Parker added that the hotel is a critical heritage area resources that is included in the Lower Eastern Shore Heritage Area management plan. Ms. Byron mentioned that she and other Maryland Office of Tourism Development staff visited the site and were impressed by the work that's being done.

Ms. Byron offered the following motion:

RESOLVED, that the Authority approves an amendment to the Scope of Work and Budget of the FY 2014 capital grant to the Town of Princess Anne, Somerset County to rehabilitate an early 1900's addition to the Washington Hotel located at 11784 Somerset Avenue in Princess Anne. The grant will support work related to converting the addition's first floor to a Heritage Visitor Center, as more particularly described in the document titled "Change in Scope of Work and Budget, 2014 Maryland Heritage Areas Authority Grant for the Heritage Visitor's Center, Princess Anne, MD."

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

DISCUSSION ITEMS

Mr. Hughes outlined that staff was continuing to work with the TAC and the Maryland Coalition of Heritage Areas to explore ways to implement MHAA Strategic Plan recommendations related to Heritage Area management entity and overall Heritage Areas program performance measures. Based on these discussions, it was recommended that a Working Group be formed composed of MHAA/TAC and MD Coalition of Heritage Areas members to formulate recommendations for MHAA. Mr. Hughes emphasized there are two distinct components to the strategic plan recommendations regarding performance measures: 1) assessment of local Heritage Area management entity performance; and 2) assessment of overall Heritage Area Program performance. Mr. Hughes stated that the goal of Heritage Area management entity performance measures is to provide feedback to management entities and MHAA regarding both good performance and areas where improvements may be needed. The goal for the overall Heritage Areas Program assessment is to be able to document objectively how the program is producing positive return on investment, as well as to identify areas where improvements can be made. Mr.

Hughes asked for MHAA members and Heritage Area directors to look at other models of state and local programs and to share those with staff and the proposed Working Group.

Ms. Conn indicated that she supported the Working Group approach and wanted to implement it as soon as possible. She stated it would be best for the working group to be relatively small, no more than 8 members, and asked for volunteers from MHAA and the TAC.

Mr. Buchheit reported that the Alliance of National Heritage Area also is working on developing performance measures. The proposal so far is that evaluation and funding be based on three-four levels/tiers. The National Heritage Area will receive funding based on performance and according to the tiers they fall within. He will share the documents with the Working Group when they are available. He also volunteered to serve on the MHAA/Coalition Working Group. Mr. Fieseler also volunteered.

Ms. Byron indicated that the Office of Tourism Development would be willing to assist if desired, especially in developing a system for overall Heritage Areas Program performance measurement.

MARYLAND COALITION OF HERITAGE AREAS (MCHA) REPORT: (Roz Racanello)

Mrs. Racanello reported that MCHA did not meet last month, but a lot of conversation took place among Heritage Area directors about strategic plan implementation, grants software, trail development, Star-Spangled Banner events for the War of 1812 Bicentennial, the Maryland Indian Heritage Trail, and the concept of doing dinosaur trails.

HERITAGE AREA 5-YEAR PLANS - SUMMARY REPORTS

Maryland Milestones/Anacostia Trails Heritage Area (Aaron Marcavitch, Executive Director)

The following components and goals are that of the Anacostia Trails Heritage Area:

Component 1: Historic, Cultural and Natural Preservation and Conservation

Goals: 1) link to preservation and conservation groups in order to strengthen and advocate for the Anacostia Trails Heritage Area's historical, cultural and natural treasures; 2) work with partners to increase the number of historic sites enhance the regional identity and visitor experience and districts; 3) to strengthen historic, cultural and natural sites.

Component 2: Enhance Visitor Experience

Goals: 1) enhance the regional identity and visitor experience by adding signs that help visitors reach their destinations; 2) enhance visitor experience with historic streetscaping near historic sites and along corridors; 3) work with businesses and municipalities to spur economic development so visitors have retail outlets and other amenities while visiting the Anacostia Trails Heritage Area; 4) create a visitor experience committee for ATHA, Inc. to initiate and manage the visitor experience work.

Component 3: Marketing the Heritage Area and ATHA, Inc.

Goals: 1) create a marketing committee that strategically works on all aspects of marketing the Anacostia Trails Heritage Area and ATHA, Inc.; 2) make sure the visitors and communities identify the area as a heritage area and know about its many attractions; 3) ensure that ATHA, Inc. is known as a resource for municipalities and groups interested in heritage tourism; 4) work with partners to create events that market the Anacostia Trails Heritage Area.

Component 4: Increasing Heritage sites in the Heritage Area

Goals: 1) Establish connections, walking tours and enhancements of trails; 2) ensure capital projects increase to enhance and build on historic, natural and cultural sites.

Four Rivers/Annapolis, London Town & South County Heritage Area
(Dr. Carol Benson, Executive Director)

Dr. Benson summarized the five year plan for the Four Rivers Heritage Area. She talked about the development of the plan and the unique charter of the heritage area. Goals for the heritage area are to:

- 1) Steward the region's heritage assets by preserving, protecting and strengthening natural, historic and cultural resources
- 2) Stimulate economic development through heritage tourism products, programs and experiences for visitors and residents.
- 3) Become a model for effective organizational management among heritage areas.

The heritage area will take advantage of unforeseen opportunities outside of the plan.

Mountain Maryland Gateway to the West /Garrett County Heritage Area
(Dawn Hein, Executive Director)

Mountain Maryland Gateway to the West/Garrett County Heritage Area five year plan summary was postponed for an upcoming meeting due to time limitations.

NEW BUSINESS

None

ADJOURN

The meeting adjourned at 12:05 p.m.