

Minutes of the
Eighty-Second Meeting of the
Maryland Heritage Areas Authority
January 10, 2019

The eighty-second meeting of the Maryland Heritage Areas Authority (MHAA) was held on January 10, 2019 at 100 Community Place in Crownsville, Maryland.

Authority Members/Designees Present:

Robert S. McCord, Secretary, MD Department of Planning, and Chair, Maryland Heritage Areas Authority; Elizabeth Hughes (State Historic Preservation Officer); Pete Leshner (MD Municipal League representative); Amy Seitz (representing MD Department of Housing and Community Development Secretary Kenneth C. Holt); J. Matthew Neitzey (MD Tourism Development Board representative); Burton Kummerow (President of the Senate representative); Lisa Challenger (Governor's Appointee for Heritage Tourism); Natalie Chabot (Representative for MD Greenways); Wayne E. Clark (President of the Senate representative); Marty Baker (representing MD Department of Transportation Secretary Pete K. Rahn); Robert D. Campbell (Governor's Appointee for Historic Preservation and serving as Vice Chair for the Maryland Heritage Area Authority); Lee Towers (representing MD Higher Education Commission Secretary James D. Fielder, Jr.); Marci Ross, standing in for Elizabeth Fitzsimmons (representing MD Department of Commerce Secretary R. Michael Gill).

Authority Members/Designees Absent:

Peter Morrill (representing MD Department of Natural Resources Secretary Mark J. Belton); Rowland Agbede (representing MD Department of Agriculture Secretary Joseph Bartenfelder); Janice Hayes-Williams (Speaker of the House representative); Vacant (representing Speaker of the House); Vacant (representing MD State Department of Education Secretary Karen Salmon); Vacant (MD Association of Counties representative);

Staff Present: Jennifer Ruffner, Ennis Barbery Smith, Bernadette Pruitt (Maryland Historical Trust); Paul Cucuzzella, Rieyn Deloney (Office of the Attorney General)

Heritage Area Directors/Staff Present: Lucille Walker (Southern Maryland Heritage Area & Co-Chair, Maryland Coalition of Heritage Areas); Sarah Rogers (Montgomery County Heritage Area & Co-Chair, Maryland Coalition of Heritage Areas); Deidra Ritchie (Canal Place Heritage Area); Elizabeth Shatto (Heart of the Civil War Heritage Area); Julie Gilberto-Brady (Heart of Chesapeake Country Heritage Area); Carol Benson (Four Rivers / Annapolis, London Town and South County Heritage Area); Shauntee Daniels and Danielle Walter-Davis (Baltimore National Heritage Area); Gail Owings (Stories of the Chesapeake Heritage Area); Aaron Marcavitch (Maryland Milestones / Anacostia Trails Heritage Area); Brigitte Carty (Lower Susquehanna Heritage Greenway); Grace Kubofcik (Patapsco Valley Heritage Area); Lisa Ludwig (Lower Eastern Shore Heritage Area); Jennifer Durben (Mountain Maryland Gateway to the West Heritage Area)

Others Present: None

CALL TO ORDER

The meeting was called to order at 10:18 a.m. by MHAA Chair and Secretary of the MD Department of Planning, Robert McCord.

INTRODUCTIONS

Mr. McCord invited everyone to introduce themselves. All MHAA members, MHAA staff, heritage area directors and staff, and audience members present introduced themselves.

During the introductions, Lucille Walker (Southern Maryland Heritage Area & Co-Chair, Maryland Coalition of Heritage Areas) announced that Sarah Rogers, Executive Director of the Montgomery County Heritage Area had been appointed by the Coalition as their second Co-Chair. Matthew Neitzey announced that he will soon be replaced by another representative from the MD Tourism Development Board.

MHAA CHAIRPERSON ANNOUNCEMENTS /UPDATES (Robert McCord, MHAA Chair)

Mr. McCord announced that Sandy Shrader, former State Senator, will be transitioning into the MHAA Chair role. Ms. Shrader was recently appointed Deputy Secretary for the MD Department of Planning. Mr. McCord shared that he has enjoyed working with MHAA as Chair, but he is a part of over three dozen boards and commissions. He expects that Ms. Shrader will be chairing MHAA's next meeting in April.

APPROVAL OF MINUTES FROM OCTOBER 11, 2018 MEETING

Mr. McCord called for a motion to approve the October 11, 2018 MHAA meeting minutes.

Ms. Lisa Challenger stated that she did not attend the October meeting and that the minutes should be corrected to reflect this.

Mr. Pete Leshner moved to approve the minutes, as corrected to reflect Ms. Challenger's absence. He offered the following motion:

RESOLVED, that the Authority approves the October 11, 2018 minutes as corrected (R-100).

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

MANAGEMENT REPORT (Jennifer Ruffner, MHAA Administrator)

MHAA Financing Fund Report

Ms. Ruffner reported that as of November 27, 2018, the current balance of the MHAA Financing Fund was \$625,159.83. Ms. Ruffner noted that this balance includes funds from MHAA grants

that have been returned to the Authority and funds from MHAA grants that were completed under budget. Recent grants completed under budget include a FY 2015 grant to the Phillips Wharf Oyster House and a FY 2017 grant to the Maryland Hall for Creative Arts. The balance also includes \$100,000 that was set aside for FY 2019 Emergency Grants at the July 12, 2018 meeting. Ms. Ruffner pointed out that the Authority only has spending authorization for the \$100,000 earmarked for Emergency Grants.

Emergency Grant Historical Summary

Ms. Ruffner shared the report she had compiled about MHAA Emergency Grant requests and awards from FY 2007 to FY 2019. She said that this report shows that, during the examined timeframe, MHAA received 21 requests for emergency grants, totaling \$997,651. Of those requests, 16 were awarded grant funding, totaling \$650,001. Of those that were not funded, three were withdrawn, one was found to be ineligible for funding, and one was not funded. None of the requests were declined due to lack of funds. The types of projects funded as emergency grants included five building repairs as a result of weather incidents; six building or vessel repairs needed for emergency stabilization and unrelated to weather incidents; four special events requiring a timely response; and one property acquisition requiring a timely response.

In summary, Ms. Ruffner said that this report was created in response to a question, which came up at the October 11, 2018 MHAA meeting, about whether we needed to allocate more funding to MHAA Emergency Grants. Since the report found that—during the timeframe examined, going back to FY 2007—lack of funds has never been a reason that an MHAA Emergency Grant request was not funded, Ms. Ruffner recommended that the usual funding allocation of \$100,000 per fiscal year need not be increased.

Update on FY 2019 Grant Round (Ennis Barbery Smith, MHAA Assistant Administrator)

Ms. Smith shared the following report about progress in generating grant agreements for the FY 2019 MHAA grant round: 84 have been fully processed by MHAA and OAG staff; 29 are out for grantee signature. MHAA initially awarded 114 grants in the FY 2019 cycle. However, Catocin Furnace Historical Society worked with MHAA staff to combine their two grant awards into one project, bringing the total number of grants for the FY 2019 cycle to 113.

Ms. Smith thank the OAG staff for their help with this process.

Mr. Wayne Clark congratulated the MHAA staff getting this done in a timely manner despite the increased volume of grant awards in FY 2019. Mr. Clark asked about the money remaining in the MHAA Financing Fund for which MHAA currently does not have spending authorization. Ms. Ruffner noted that we should discuss this topic when we arrive at one of the action items on the meeting agenda, “Reserve List Policy for Grant Awards.”

Timeline and Updates for FY 2020 Grant Round

Ms. Ruffner reported that MHAA staff opened the grant round in late December by circulating and posting the FY 2020 MHAA Project Grant Guidelines and making the Intent to Apply form available online. The deadline for submitting an Intent to Apply form is January 31, 2019.

Ms. Ruffner shared that MHAA staff will host six in-person workshops at partner sites and two live webinars. Ms. Smith has developed a rotation that will allow the workshops to cover all of Maryland's counties over four grant cycles.

Ms. Ruffner highlighted changes in the FY 2020 grant round. The Maryland Historical Trust (MHT) will be taking *term* historic preservation easements rather than *perpetual* historic preservation easements, and MHT has laid out a detailed policy explaining which grant applicant properties may or may not be subject to conveying an easement as a condition of their grant award. Only those properties listed on or eligible for listing on the Maryland Register will be considered for the easement conveyance requirement. The minimum term is 15 years regardless of the grant amount and project duration. Additional years are determined by the grant award amount and project duration. A \$100,000 grant, if easement conveyance were to be required for the property, would result in a 20-year term easement.

There was discussion of MHT's motivation for these changes. The changes were related to the joint committee legislative report on MHT's easement program.

Mr. Kummerow asked about how many applications are expected in the FY 2020 cycle.

Ms. Ruffner said that 14 Intent-to-Apply forms have been received so far, but it is still too early to predict since many applicants don't submit these forms until right before the end of January deadline. She added that she expects the demand will be similar to last year when MHAA received over 200 Intent-to-Apply forms and that the program will once again be very competitive, despite increased funding levels.

Ms. Ruffner continued highlighting changes to the FY 2020 MHAA grant round: MHAA staff working with the Technical Advisory Committee (TAC) and the heritage area directors have tweaked the score sheets, developing three versions: state reviewer, local reviewer, and staff. The staff score sheet includes an opportunity for staff to award points based on match documentation, subtract points based on recent negative grantee history with MHAA or MHT, and to award points based on the Targeted Investment Criteria, all following a very specific rubric. The rankings of the state review panel and the local review panels are combined using an algorithm. In FY 2020, the algorithm will be weighted differently: 55% weight allotted to local rankings and 45% weight allotted to state rankings.

Ms. Ruffner said that MHAA staff would circulate the Intent-to-Apply numbers after the deadline on January 31.

Mr. McCord congratulated MHAA staff on getting the grant round up and running, saying, “They rock,” for the record.

Dr. Marty Baker asked about local deadlines for when the full applications are due. Ms. Ruffner explained that this is determined by the local heritage areas. The full applications are due to them in late February to early March. They are ranked locally and submitted by the heritage areas for state reviewers’ consideration in early April.

Ms. Ruffner shared that the online Reviewer Portal is updated, and she has been providing training for how to use it to the heritage area directors. TAC members will also be trained on the new portal interface.

MHAA Grants Overlap with State Designations (Ennis Barbery Smith, MHAA Assistant Administrator)

Ms. Smith explained that a request had been made at a previous MHAA meeting for data showing how MHAA grants awarded overlapped with other MD state designations currently being tracked by MHAA’s grants management system.

She presented and explained this table, noting that the designations tracked are based on the Maryland Department of Housing and Community Development’s online mapping tool, “Neighborhood Revitalization Mapper.”

Summary Table: FY 2018-2019 MHAA Project Grants and Overlap with Maryland State Designations		
Two or More Designations*	116	91%
No Additional Designations	11	9%
TOTAL:	127	100%
*All MHAA grantees have at least one designation; they are all located within a heritage area.		
Detail Table: FY 2018-2019 MHAA Project Grants and Overlap with Specific Maryland State Designations		
Maryland State Designation Name	Number of Grants Awarded to Projects Located within Designation Boundaries	Percentage of Total MHAA Project Grants (127) Awarded to Projects within Designation Boundaries
Priority Funding Area	91	72%
Sustainable Community	75	59%
Communities of Opportunity	49	39%

Scenic Byway	31	24%
Main Street	27	21%
Arts and Entertainment Districts	25	20%
Enterprise Zone	21	17%
Maple Street	4	3%

Ms. Smith said that MHAA is asking for feedback from TAC members, MHAA members, and heritage area directors on what designations we should be tracking.

There was discussion of the utility of tracking how many grants are awarded to projects that take place on publicly-owned land, whether at the local, state, or federal government level. MHAA staff said they would investigate tracking this data.

There was discussion of the Maple Street designation. Ms. Rieyn Deloney noted that this designation is the residential component of the Main Street designation program.

Ms. Elizabeth Shatto asked if the link to the Department of Housing and Community Development's online mapping tool for MD state designations had been added to the MHAA online application form, as suggested at the last Coalition meeting. Ms. Ruffner said that she would check and make sure it had been.

Ms. Ruffner shared that staff is already tracking legislative districts as part of application processing.

Economic Impact Report Release

Ms. Ruffner shared that MHAA staff has received printed copies of the economic impact report prepared by Massoud Ahmadi of Strategic Impact Advisors and previously of DHCD. Jason Vaughn of Baltimore National Heritage Area designed the report. All the heritage area directors submitted photos and written pieces. MHAA staff pulled the pieces together and worked with the printer.

Ms. Ruffner thanked everyone involved. She reminded Authority members that this report is meant to be a quick update to the 2003 economic impact report, and that a more comprehensive *program and economic impact* report is in the works. The Request for Proposals (RFP) for the more comprehensive report was shared at the last MHAA meeting for input. Ms. Ruffner is now working with the Department of Budget and Management to complete their 150-page template for RFPs. Her goal is to release the RFP by February 1, 2019 and to have the funds encumbered by the end of this fiscal year in June 2019.

Mr. Clark asked about the scope of the more comprehensive study. Ms. Ruffner answered that this study will include qualitative and quantitative research to measure more aspects of the program's impact including community and quality of life impacts as well as economic activity.

She also explained that the RFP asks consultants to create a framework for ongoing data collection that MHAA and heritage area staff will be able to use going forward.

Mr. Kummerow asked about the number of copies of the economic impact study that had been printed. Ms. Ruffner answered that 160 were printed initially, and that a second printing is possible depending on demand.

Mr. Campbell commented on the selection of photographs used in the report, saying that even just flipping through the report would be a positive experience for anyone who was curious about the program. Mr. Campbell reflected on the two reports as a process in which MHAA has an opportunity to release the economic impact report, make note of the questions that come up from constituents in response to this report, and address those questions in the more comprehensive report. Mr. Campbell asked if there was a mechanism in place to capture and compile those questions. Ms. Ruffner suggested that questions should be sent to MHAA staff and compiled at this level for inclusion in the forthcoming report.

Dr. Marty Baker asked about the timeframe for the report's completion. Ms. Ruffner answered that she expects the process to take several years, perhaps two to five years total, in part because baseline data may need to be collected depending on the methodology.

Mr. Clark asked about reauthorization of the MHAA program. Ms. Elizabeth Hughes answered that no legislative reauthorization is needed for the MHAA program.

Mr. Leshner pointed out that reauthorization of programs provides an opportunity to make changes, such as adjusting for inflation. He noted that since the funding cap for the program was just raised in FY 2019, a readjustment would not be needed at this time.

TAC Working Group

Ms. Ruffner reminded Authority members that, in response to a request from the Coalition of Maryland Heritage Areas, MHAA has directed staff to convene a working group to examine TAC's current role and make recommendations for going forward. Those represented as part of the group include Natalie Chabot (MHAA member), Marty Baker (MHAA member and TAC member), Elizabeth Hughes (MHAA member and TAC member), Marci Ross (TAC member), Sarah Rogers (Coalition member), Lindsey Baker (Coalition member), Jennifer Ruffner (MHAA staff), and Ennis Barbery Smith (MHAA staff).

Ms. Ruffner reported that the group met in early December and has another meeting scheduled for late January. The discussion at the first meeting was very productive. Nell Ziehl, Chief of the Office of Planning, Education and Outreach at MHT facilitated the first meeting, allowing MHAA staff to participate in the discussion more fully.

Meeting with Maryland Commission on Indian Affairs (Ennis Barbery Smith, MHAA Assistant Administrator)

Ms. Smith reported on the December 3, 2018 meeting of the Maryland Commission on Indian Affairs (MCIA), at which MHAA staff made a short presentation and answered questions about the MHAA grant program for the Commissioners. She explained that MHAA received no applications for MHAA project grants in the last cycle from Maryland tribes. Over the past year, MHAA staff has had conversations with the heritage area staff about their shared desire to encourage more applications from the Native American communities in Maryland, especially now that Maryland has three state recognized tribes. As part of the presentation, MHAA staff also asked the Commissioners for their feedback about why the program has not received grant applications from Maryland's Native American communities.

Ms. Smith reported that the Commissioners had several pieces of feedback to share with authority members: 1.) They were concerned about the lack of Native American representation at all levels of MHAA; 2.) They identified the grantee's required matching contribution as a barrier for Native American groups who may be interested in applying for an MHAA grant; 3.) They identified MHAA's policies disallowing indirect costs in grant budgets as another potential barrier.

Ms. Smith reported that the presentation and discussion ended on a positive note with one of the Commissioners saying that opening these lines of communication was a good step and asking MHAA staff to come back to a MCIA meeting in the next six months. Since the presentation, Ms. Smith reported that MHAA staff have been sending the grant round materials to the Commissioners directly, in hopes that they will help spread the word in each of their respective communities. MHAA staff also sent the Commissioners the web links to nominate themselves or others to serve on MHAA.

Ms. Lucille Walker shared information on her collaborative work with the Piscataway-Conoy in the Southern Maryland Heritage Area, including her heritage area's efforts to facilitate ongoing work that is planned as part of the Through Piscataway Eyes Masterplan.

Mr. Clark commented that the term "pre-historic"—to describe history relating to Native Americans—should be included more prominently in the MHAA Grant Guidelines document for Project Grants that is released each year at the start of the grant cycle.

Ms. Smith said she thought that Native American communities in Maryland may be interested in applying for projects that highlight living cultural traditions, as well as archeologically focused projects, and perhaps this should be highlighted in next year's guidelines document as well.

Ms. Hughes pointed out that the main feedback received from the Commissioners was about the matching requirements and was not as focused on what content was included in the guidelines.

Mr. Kummerow asked about the State recognized tribes. Ms. Smith answered that two Piscataway groups (Piscataway Indian Nation and Piscataway Conoy Tribe) are state-recognized,

as well as the Accohonnack, which were recognized more recently. She also noted that some tribes, like the Nause-Waiwash in Dorchester County are not state recognized but have been active as part of the MCIA and have received MHAA mini-grants from their local heritage area.

Departing MHAA and TAC Members and Heritage Area Director

Ms. Ruffner reported on vacancies and changes in MHAA and TAC membership, as well as among the heritage area directors. She shared that Mr. Matt Neitzey would be cycling off MHAA as the MD Tourism Development Board representative. Mr. Thomas Bradshaw, the MACO representative, would also be cycling off. Mr. John Wilson, who served on both MHAA and TAC for eleven years, retired from the Department of Natural Resources (DNR) at the end of December 2018. DNR has named Peter Morrill as their new representative for MHAA and TAC.

Mr. Jeffrey Buchheit, who served as Executive Director of the Baltimore National Heritage Area for eleven years, resigned from BNHA at the beginning of January 2019 to pursue a new opportunity as the Executive Director of Pride of Baltimore. Ms. Shauntee Daniels is serving as Interim Director for BNHA. Ms. Daniels reported that Mr. Buchheit shared that he will be applying for many MHAA grants in the future and will stay in contact.

MARYLAND COALITION OF HERITAGE AREAS (MCoHA) REPORT (Lucille Walker, Co-Chair, MCoHA)

Ms. Walker reported that the Coalition will be holding its annual Legislative Reception at the Miller Senate Office Building in Annapolis at 4:30 pm on January 30, 2019. Invitations are forthcoming. The theme is “old friends and new friends.”

Ms. Walker also reported on the Coalition’s ongoing outreach efforts with the Maryland Municipal League and the Maryland Association of Counties.

She shared that all the heritage area directors are working with potential applicants as they prepare their applications for MHAA project grants. She thanked MHAA staff for releasing the project grant guidelines document for FY 2020 in December.

ACTION ITEMS

Resolution R-200 to Approve a Request by the Mountain Maryland Gateway to the West Heritage Area and Garrett County to amend the boundaries of the Mountain Maryland Gateway to the West Heritage Area.

Ms. Ruffner explained that the Mountain Maryland Gateway to the West Heritage Area and Garrett County are requesting an administrative amendment to add Garrett College to the heritage area. Garrett College is noted in the management plan but was not included on the heritage area map. Because the College is mentioned throughout the management plan, this is

considered and administrative boundary amendment, and public hearing is not required. The TAC reviewed the boundary amendment documents submitted and supports the request.

Ms. Jennifer Durben shared that Garrett College offers education and event spaces that could be useful for heritage area, and that the college hosts a recording room for “Coal Talks,” an oral history program. She said that the College has already been a good partner for the heritage area.

Mr. Clark asked about the College’s degree programs related to the oral history project. Ms. Durben answered that the College does not have a history degree program.

Ms. Amy Seitz motioned to approve the following resolution:

RESOLVED, that the Authority approves—in accordance with Sections 13-1008(10) and 13-1111(m) of the State Finance and Procurement Article of the Code of Maryland, and COMAR 14.29.03.06C—the request by the Mountain Maryland Gateway to the West Heritage Area Authority and Garrett County dated November 30, 2018 and included with the meeting materials, to amend the boundaries of the Mountain Maryland Gateway to the West Heritage Area to include those portions of the County depicted in the request.

Ms. Lisa Challenger seconded the motion, and it was approved unanimously.

Resolution R-300 to Approve the MHAA Reserve List Policy

Ms. Ruffner introduced a draft policy for creating a reserve list of MHAA grant applications each year and awarding grants based on this list as funding becomes available. The policy is meant to address the current situation in which funding levels have been building in the MHAA Financing Fund but MHAA currently does not have spending authorization for these funds.

The drafted policy was presented as follows:

“As a part of the annual grants review process, the Technical Advisory Committee (TAC) will, in addition to developing a list of grant funding recommendations, also develop a reserve list of applications to be funded should additional funds become available. These recommendations may include full or partial funding recommendations for reserve list projects.

The reserve list projects will be identified as such on the grant chart, and will be considered conditionally approved, pending availability of funds. No additional approvals from MHAA will be required in order to fund reserve list projects, if funds become available.

If additional funds become available, reserve list projects will be funded in the order in which they appear on the grant chart. MHAA staff will, upon determination that available funds are not sufficient to support a specific project, make a recommendation to the

Executive Committee to skip over a larger project to fund a smaller project that is ranked lower, if only a small amount of funding is available.

The reserve list for a fiscal year becomes obsolete when the next fiscal year's grant chart is approved.

There will be a threshold below which no grants will be funded.
If MHAA determines that a project is not viable or does not align with program goals, regardless of score, it will not be included on the reserve list.

Inclusion on the reserve list does not guarantee funding."

There was discussion.

During the discussion, the draft of the reserve list policy was edited to read as follows:

"As a part of the annual grants review process, the Technical Advisory Committee (TAC) will, in addition to developing a list of grant funding recommendations, also develop a reserve list of applications to be funded should additional funds become available. These recommendations may include full or partial funding recommendations for reserve list projects.

The reserve list projects will be identified as such on the grant chart, and will be considered conditionally approved, pending availability of funds. No additional approvals from MHAA will be required in order to fund reserve list projects, if funds become available.

If additional funds become available, reserve list projects will be reconsidered for funding in the order in which they appear on the grant chart.

MHAA staff will, upon determination that available funds are not sufficient to support the proposed outcomes of a specific project, make a recommendation to the Executive Committee to skip over a project to fund another project that is ranked lower.

The reserve list for a fiscal year becomes obsolete when the next fiscal year's grant chart is approved.

Inclusion on the reserve list does not guarantee funding."

Mr. Clark made the following motion:

RESOLVED, that the Authority approves the MHAA Reserve List Policy included with the meeting materials, as amended.

Mr. Campbell seconded the motion, and it was approved unanimously.

There was further discussion about whether a reserve list could be created for FY 2019 MHAA grant applications.

Request to Waive or Change Marketing Grant Policy

Ms. Ruffner explained that Ms. Shatto, Executive Director of the Heart of the Civil War Heritage Area, has put forth a request—with the support of MCoHA—to change or waive the current MHAA Marketing Grant policy. She noted that MHAA has, for some time, intended to convene a working group on marketing. However, other working groups have taken precedence and the marketing working group has not yet been formed. In lieu of the larger discussion that the marketing working group would have, Ms. Shatto has requested a temporary waiver. The suggested waiver reads as follows:

“As is the current case, all active Marketing grant recipients would be required to wait until they are in their final year to apply for a new grant.

Applicants may choose to apply for up to \$50,000 under the current guidelines/policy as written. If funded, these grants would require waiting for two years to reapply. Basically, this option would not involve any changes.

Alternatively, applicants could choose to apply for \$25,000 for a one-year period, and could reapply again for the next consecutive year, also limited to \$25,000 in the next year. Otherwise, the grant guidelines/policy would remain the same.

This policy waiver would be in place until the anticipated marketing working group develops policy recommendations that are acted upon by TAC and MHAA.”

Ms. Ruffner explained that Ms. Shatto had communicated the following challenges associated with the current two-year cycle for all MHAA Marketing Grants:

“Accounting becomes difficult. For projects that are active over a two-year timeline, the mid-term project payment straddles two years, and complicates the financial picture. Accounting-wise it is more manageable (at least for some) to set up marketing grants on an annual schedule.

Match Commitment: Annual match commitments would be a bit easier to secure.

Flexibility: The two-year cycle limits the ability to be nimble and responsive to the market. For grants that include an advertising media schedule, that schedule must be determined in March or April and cover covers a two-year period that starts the following July. This means projecting the best media placements nearly two and a half years in advance of the placement (at least for those that occur at the end of the cycle). Even a year ahead has its challenges but is more reasonable. Pricing something that far out isn't terribly reliable either (this can work for or against the budget).”

Ms. Ruffner reported that the TAC discussed this request at its meeting in December 2018 and was not in favor of approving the request. Instead, the TAC recommended continuing the MHAA Marketing Grant policies as they are currently in FY 2020 and convening the marketing working group no later than winter of 2019/2020 to address the challenges that Ms. Shatto identified among other discussion topics.

There was discussion.

Based on the discussion, Mr. McCord asked the heritage area directors to gather input from the Destination Marketing Organizations (DMOs) in their respective counties, asking if they were in support of the requested waiver. He said that, based on this input, the Executive Committee would come to a decision about whether or not to grant to waiver, and this decision could be ratified by MHAA at the next meeting.

DISCUSSION ITEMS

MHAA Regulation Changes – Feedback on Final Draft

Ms. Ruffner reminded Authority members that comments on the MHAA Regulation proposed changes were due in mid-December. Those comments that were received have been incorporated into this latest draft.

Mr. Paul Cucuzzella explained that many “happy to glad,” non-substantive changes were made, and—as a result—it would have been difficult to provide a red-line edited version. Instead, in this latest draft, all substantive changes are highlighted by comments in the margins. He noted that there is now a moratorium on submitting regulation changes, while the legislative bodies are in session. He is continuing to accept suggestions for edits to the regulations draft during this time.

Mr. Paul Cucuzzella reported that Maryland Senate Bill 51 (SB-51) is currently pending. This bill would alter the language about Target Investment Zones (TIZs) that is currently part of MHAA’s statute. He recommended that the Authority discuss a final revision of the proposed MHAA regulation changes, which would include the potential TIZ changes, at the April MHAA meeting. If the Authority is comfortable with the draft at that point, the next step would be for them to propose the regulations for adoption. A public comment period would follow. The regulations could be updated and go into effect by the October 2019 MHAA meeting.

MHAA MEMBER AND HERITAGE AREA DIRECTORS’ ANNOUNCEMENTS

Seeing that the meeting had lasted longer than anticipated, Mr. McCord asked members and heritage area directors to only provide pressing announcements.

Mr. Kummerow announced that Maryland 400 is moving forward as planned, and everyone should stay tuned for more updates.

Elizabeth Shatto said that she appreciated MHAA's flexibility and willingness to work with Federal agency grant applicants and their partners during the partial shutdown of the federal government.

Mr. Campbell asked about the paper that MHAA staff presented as part of the US-ICOMOS "Forward Together: A Culture-Nature Journey Symposium" in November of 2018. Ms. Ruffner shared that the paper would be circulated online once it is finalized and incorporated in an online publication that US-ICOMOS plans to create.

ADJOURN

Mr. McCord adjourned the meeting at 12:29 pm.