Minutes of the
Eighty-Fifth Meeting of the
Maryland Heritage Areas Authority
October 10, 2019

The eighty-fifth meeting of the Maryland Heritage Areas Authority (MHAA) was held on October 10, 2019 at the B&O Ellicott City Station Museum, located at 3711 Maryland Ave, in Ellicott City, Maryland.

Authority Members/Designees Present:
Robert S. McCord, Secretary, MD Department of Planning and Chair of the Maryland Heritage Areas Authority; Pete Lesher (MD Association of Counties representative); Amy Seitz (representing MD Department of Housing and Community Development Secretary Kenneth C. Holt); Burton Kummerow (President of the Senate representative); Lisa Challenger (Governor’s Appointee for Heritage Tourism); Marty Baker (representing MD Department of Transportation Secretary Pete K. Rahn); Lee Towers (representing MD Higher Education Commission Secretary James D. Fielder, Jr.); Elizabeth Fitzsimmons (representing MD Department of Commerce Secretary Kelly Schulz); Nita Settina (representing MD Department of Natural Resources Secretary Jeannie Haddaway-Riccio); Janice Hayes-Williams (representing Speaker of the House); Wayne E. Clark (President of the Senate representative); Daniel Spedden (MD Tourism Development Board representative); Elizabeth Hughes (State Historic Preservation Officer); Natalie Chabot (Representative for MD Greenways); Bruce Lesh (representing MD State Department of Education Secretary Karen Salmon)

Authority Members/Designees Absent:
Robert D. Campbell (Governor’s Appointee for Historic Preservation and serving as Vice Chair for the Maryland Heritage Area Authority); Rowland Agbede (representing MD Department of Agriculture Secretary Joseph Bartenfelder); Vacant (MD Municipal League representative); Vacant (representing Speaker of the House)

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); Gail Owings (Stories of the Chesapeake Heritage Area); Kirstin Falk (Maryland Milestones / Anacostia Trails Heritage Area); Brigitte Carty (Lower Susquehanna Heritage Greenway); Lindsey Baker, Grace Kubofcik, D. J. Scheckelhoff, Hannah Zinnert, Andrew Arvizu (Patapsco Valley Heritage Area); Lisa Ludwig (Lower Eastern Shore Heritage Area); Shauntee Daniels (Baltimore National Heritage Area)
CALL TO ORDER

The meeting was called to order at 10:11 a.m. by Robert S. McCord, Secretary, MD Department of Planning and Chair of the Maryland Heritage Areas Authority.

INTRODUCTIONS

Mr. McCord welcomed three new members to the Authority.

Mr. McCord introduced Mr. Bruce Lesh, who is representing MD State Department of Education Secretary Karen Salmon, noting that Mr. Lesh is the Director of Social Studies, Science and Disciplinary Literacy for the MD State Department of Education.

Mr. McCord introduced Ms. Nita Settina, Superintendent of the Maryland Park Service, who will be representing MD Department of Natural Resources Secretary Jeannie Haddaway-Riccio.

Mr. McCord welcomed Mr. Daniel Spedden, who attended his first meeting in July of 2019. Spedden is serving as the MD Tourism Development Board representative.

Everyone in attendance took turns introducing themselves.

MHAA CHAIRPERSON ANNOUNCEMENTS /UPDATES (Robert S. McCord, Secretary, MD Department of Planning and Chair of the Maryland Heritage Areas Authority)

Mr. McCord noted that he and Ms. Elizabeth Hughes met with the Maryland Coalition of Heritage Areas Co-Chairs, Lucille Walker and Sarah Rogers on August 28, 2019 regarding the changes to the Natural Resources Article that permits the MDP Secretary to allocate up to $300,000 from the Program Open Space funds allocated to the Maryland Heritage Areas Authority Financing Fund to be awarded as MHT Non-Capital Historic Preservation grants. He said it was a cordial, frank, and professional conversation.

Ms. Hughes reported that the Coalition had requested the meeting to discuss the source of this change and how it became permanent. She clarified that the change permits MDP to allocate the funds to the MHT Non-Capital Historic Preservation grants; it does not require MDP to make this allocation. She said that this change, which came in the form of a Budget Reconciliation and Financing Act (BRFA) passed by the Maryland General Assembly, was not requested by MDP. Rather, the Department of Budget and Management crafted the BRFA. Typically, these types of changes are temporary, but – in this case – the change was made permanent when the bill was passed.

Ms. Hughes explained that the Coalition would like to see the Maryland Heritage Areas Program credited as the source of funding. In response, the Maryland Historical Trust has updated their website to make clear the funding source of the MHT Non-Capital Historic Preservation Grant Program. For next year’s grant round (FY 2021), the MHT Non-Capital Historic Preservation
Grant Program will update their guidelines to require applicants to indicate whether or not they are in a heritage area and to encourage applicants to seek letters of support from their local heritage areas’ management entity. The presence or absence of heritage area support and the extent to which a project will leverage future heritage area investment will be considered when ranking the grant applications.

**APPROVAL OF MINUTES FROM July 11, 2019 MEETING**

Mr. McCord called for a motion to approve the July 11, 2019 MHAA meeting minutes.

Mr. Pete Lesher offered the following motion:

RESOLVED, that the Authority approves the July 11, 2019 meeting minutes as presented (R-100).

The motion was seconded by Ms. Lisa Challenger and approved unanimously.

**MANAGEMENT REPORT** (Jennifer Ruffner, MHAA Administrator)

**MHAA Financing Fund Report**

Ms. Jennifer Ruffner reported that, as of August 30, 2019, just over $600,000 had been allocated from the MHAA Financing Fund for FY 2020 Reserve List grants. This leaves a current available balance in the MHAA Financing Fund of $134,930.68. Out of this, $130,000 are set aside for Emergency Grants. Ms. Ruffner reported that, while the Reserve List funding is still waiting for approvals, MHAA staff are happy to report that the Reserve List policy has successfully addressed previous concerns over the large Financing Fund balance.

Ms. Elizabeth Shatto asked if MHAA Loans are drawn from the same balance. Ms. Ruffner responded that they are, acknowledging that this leaves little available for potential MHAA Loans for the time being.

Mr. Wayne Clark asked about the status of the upcoming budget year (FY 2021), inquiring whether the State of Maryland will be facing a deficit.

Mr. McCord said that he did not have any information to share on this matter.

Mr. McCord said that he hopes the $617,710 for Reserve List grants will be approved very soon, noting that he may have already received some communications on the matter.

**Review of FY 2020 Operating Budget for MHAA**

Ms. Ruffner said that the Coalition had asked MHAA staff to report on how the $600,000 allocated for operating expenditures in FY 2020 was spent, and she shared the following budget:
Permanent Staff Salaries and Benefits $253,943  
Contractual Staff Salaries and Benefits $118,364  
Postage $1,031  
Travel $5,000  
Office Supplies $4,779  
Contractual – Grants Software $57,484  
Other Contractual Services (i.e. program impact) $112,979  
TOTAL: $553,580

She noted that any operating funds not budgeted or expended will remain in the MHAA Financing Fund and can be utilized for MHAA Emergency Grants, other grants, and future operating expenditures.

Ms. Ruffner also noted that the permanent staff salaries and benefits figure covers herself, Ms. Ennis Smith and portions of other support staff positions’ salaries and benefits at MHT. She shared that MHT is in the process of hiring two contractual staff positions: an Assistant Grants Manager and an MHAA Assistant Administrator.

Ms. Lucille Walker asked about the other support staff whose salaries are covered in part by MHAA funds. Ms. Ruffner shared that this applies to Ms. Bernadette Pruitt and one of MHT’s Assistant Grants Managers.

Organization Chart for MHAA

Ms. Ruffner shared the two organizational charts for MHAA, noting that one side shows the relationships all the way from the Governor to MHAA staff on one side, while the other side shows the make up of the Authority.

Mr. Clark asked whether $300,000 from the MHAA Financing Fund will be allocated for MHT Non-Capital Historic Preservation grants in FY 2021. Mr. McCord responded that he expects it will be.

Program Impact Study Update

Ms. Ruffner reported that Parker Philips, the firm hired to conduct the Program and Economic Impact Study has been collecting data for a set of heritage areas each month in August, September, and October. They have been conducting intercept surveys at events in the heritage areas as well as longer-form interviews with stakeholders in each heritage area. MHAA staff has been providing data about grants awarded in recent years. The heritage area directors have been reviewing and updating this data with additional information that they have access to at the local level. In November, the heritage area directors, MHAA staff, and members of the Program Impact Working Group will be meeting with Parker Philips to discuss updating MHAA’s annual metrics collection.
Ms. Ruffner shared that she has been impressed with the firm’s ongoing work.

**FY 2020 Grant Processing Update**

Ms. Ennis Smith provided an update on the status of the FY 2020 grants awarded in July and selected for Reserve List funding.

She reported that, of 109 grants awarded in July, seven grantees still need to provide documentation for their matching contribution before the October 31, 2019 deadline. 48 grants are in the “Verification of Details” stage, awaiting processing by MHAA staff. Four grants are in legal review. 33 grants have been drafted and are in the process of being signed by grantees, and 17 grants have been fully processed.

15 projects were selected for Reserve List funding and are awaiting confirmation that funding will be made available. Of this set of 15, three grantees must provide documentation of their matching contribution before the October 31, 2019 deadline.

Ms. Smith shared that she and Ms. Ruffner hope to have all grant agreements processed by the end of November. In previous years, they have been able to complete this process by the end of October. This year, it is taking longer because they have both an increased number of grants to award (thanks to the increased funding in FY 2020) and an increased number of grantees who are submitting reports and requests for payment (thanks to the increased funding in FY 2019).

Ms. Ruffner shared that MHAA staff are prioritizing the recruitment and onboarding of additional staff, and hopefully this process will be faster next year.

Ms. Shatto asked MHAA staff to please notify heritage area directors if they have grantees in their areas who still need to provide matching contribution documentation. Ms. Smith said that heritage area directors were included on the latest round of reminder emails to grantees about the matching requirement.

**Grants Panel Implementation Update**

Ms. Ruffner reported that MHAA staff have been circulating the Call for Panelists and the Nomination/Application form widely. She said that over 20 applications have been received so far. She urged Authority members and local heritage areas to share these materials widely as well, noting that many of the applicants – so far – have been based in Central Maryland. MHAA staff would like to see more diverse representation from all areas of the state, especially the Eastern Shore and Western Maryland, areas from which only very few panelist applications have been received to-date.

Ms. Ruffner reminded Authority members representing state agencies who have not yet provided representatives for the grants panel to do so. She also noted that MHAA staff have been meeting with representatives from the Governor’s Office of Community Initiatives (GOCI) to determine
the best way to solicit nominations from GOCI’s Commissions. At least three seats on the panel are reserved for GOCI Commission nominees. Ms. Ruffner reported that the time commitment involved for panelists will include reading and scoring grant applications – about 30 per person – two day-long grants review meetings, and one training session. She said that travel costs will be reimbursed by MHAA.

Ms. Ruffner also noted that terms will be staggered for this first set of panelists to ensure that not everyone cycles off simultaneously in the future. This means that 1/3 of the term-limited panelists will have a term of 3 years, while another 1/3 will have a term of 2 years, and the final 1/3 will have a one-year term. She said that MHAA staff will select a Chair for the Panel this year, hoping that in subsequent years the Panelists will select a Chair collectively.

Ms. Ruffner provided some information about the timeline for FY 2021 grants review, saying it will be very similar to FY 2020. However, there will be one change: the final applications will be due from local heritage areas and local heritage area review will need to be complete by the beginning of May this year, rather than the beginning of April, as has been the case in previous years. The Panelists will be reading in May and June. The two review meetings will be scheduled in June. Recommendations will be made to MHAA in July, as usual.

**Marketing Working Group – Volunteers Needed**

Ms. Ruffner reported that a Marketing Working Group will be convened in Winter 2020. She noted that conversations with Parker Philips regarding the Program and Economic Impact Study have underscored the need for the Authority to take a close look at program marketing. Ms. Ruffner asked for volunteers from both the Authority and the Coalition.

Ms. Sarah Rogers asked if the meetings for this working group could commence after Parker Philips provides their initial report and set of recommendations.

Ms. Ruffner said she agreed that this was a good idea and would plan to convene the first meeting of the Marketing Working Group accordingly.

**MARYLAND COALITION OF HERITAGE AREAS (MCoHA) REPORT**

(Lucille Walker and Sarah Rogers, Co-Chairs, MCoHA)

Ms. Walker provided a report on the August 28, 2019 meeting between herself, Ms. Rogers, Ms. Hughes, and Mr. McCord. She said that the Coalition had requested the meeting because, when the funding for MHAA doubled in FY 2019 and $300,000 of the $6 million allocated to MHAA was used for MHT Non-Capital Historic Preservation Grants, the Coalition wanted to make sure that a precedent was not set for the coming years. She explained that the Coalition is seeking transparency and seeking to understand the process by which this reallocation took place.

Ms. Walker explained that the Coalition members have received questions about this $300,000 reallocation from legislators and others who helped them advocate for the funding increase in FY
2019. She noted that with the $300,000 going to MHT Non-Capital Historic Preservation Grants and $600,000 going to MHAA operations, nearly $1 million of $6 million in MHAA funding does not go toward MHAA grants. She said that, with great respect to Director Hughes and Secretary McCord, the Coalition maintains that MDP is not obligated to allocate $300,000 to MHT Non-Capital Historic Preservation Grants each year. She urged that this decision should be carefully weighed each year and another, more permanent funding source should be secured for the MHT Non-Capital Historic Preservation Grants.

Ms. Walker said that the Coalition is preparing for the upcoming legislative session. She noted that the Coalition’s annual legislative reception is tentatively scheduled for January 22, 2019, and the date will be confirmed soon.

**ACTION ITEMS**

**Resolution R-200 to Adopt Code of Maryland Regulation (COMAR), Title 14, Subtitle 29**

Mr. Paul Cucuzzella reported that the updated version of the Authority’s Code of Maryland Regulations, Title 14, Subtitle 29, was published in the Maryland Register on August 16, 2019. No public comments were received. Since the required amount of time for public comment has passed, the Authority is now allowed to vote to adopt the updated version of the Regulations.

Ms. Ruffner reminded those present that adopting the updated version of the regulations does not change any of the Authority’s policies, regarding grantees’ matching contributions, for example. While this updated version of the regulations will give the Authority the flexibility to change the percentage of cash match required of grantees, that requirement will not change until the Authority also votes to change their policy regarding the matter.

Mr. McCord thanked the Office of Attorney General staff for helping the Authority to update the regulations, so that they now make more sense and correspond more closely with the program’s existing procedures. He asked if there were any questions, and – hearing none – invited a motion to adopt the updated version of the Authority’s Code of Maryland Regulations, Title 14, Subtitle 29, which was published in the Maryland Register on August 16, 2019.

Ms. Janice Hayes-Williams made the following motion:

**RESOLVED, that the Maryland Heritage Areas Authority adopt Code of Maryland Regulation (COMAR), Title 14, Subtitle 29, as proposed and published in the Maryland Register, Volume 46, Issue 17, Page 730, on August 16, 2019.**

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

**DISCUSSION ITEMS**

**Policy Decisions – Next Steps, Based on TAC Working Group Recommendations**
Ms. Ruffner reported that the Technical Advisory Committee (TAC) Working Group proposed the grants review panel as a mechanism for reviewing grant applications, which is now being implemented by MHAA staff. The Working Group also recognized that if the TAC will no longer be reviewing grants, which was one of their primary functions, there should be a discussion of whether the TAC should be disbanded, and, if so, there should be a clear process in place for policy decision-making that previously involved the TAC.

Ms. Ruffner reported that the Working Group put forward some options for MHAA policy decision-making in their written recommendations to the Authority, but they ultimately decided that recommending one model for policy decision-making going forward would be outside of their purview as a Working Group. They instead asked the MHAA members to determine how they would like to handle policy decisions, now that the TAC will no longer be reviewing grant applications.

Ms. Ruffner noted that the Maryland Coalition of Heritage Areas, as important partners for the Authority, would like to have opportunities for consultation and providing feedback in place within whatever policy decision-making process the Authority develops.

There was discussion.

Ms. Natalie Chabot asked – whatever policy decision-making body is put in place, a standing committee or ad-hoc working groups for specific policy discussions – where do the requests for policy changes originate?

Mr. McCord clarified that, whatever committee or ad-hoc working group is put in place, the requests for policy discussion and recommendations would come from the Authority. In this way, any item that requires a policy discussion would first come before the Authority, who then might choose to task a committee or working group with making further recommendations.

There was discussion.

Ms. Carol Benson asked what the mechanism for consulting the Maryland Coalition of Heritage Areas would be in either a committee or working group model?

Mr. McCord said that the Maryland Coalition of Maryland Heritages would have representation on any policy committee or working group that is put in place.

There was discussion.

Mr. Clark made a motion to empower the Authority Chair to appoint ad-hoc working groups as policy decisions that require detailed consideration arise.

Mr. Cucuzzella clarified that no motion is needed because the Chair of the Authority is already empowered to create ad-hoc working groups, as needed.
Mr. Clark withdrew his motion.

Mr. McCord shared that he came into the meeting open to hear ideas and discussion about how policy decisions should be made going forward. He reiterated to the Maryland Coalition of Heritage Areas and to the individual heritage area directors that he, as the Authority Chair, will always be open to hearing their voices on matters going forward.

MHAA MEMBER ANNOUNCEMENTS

Mr. Burt Kummerow shared that his work on the Maryland Four Centuries Project continues. He thanked the Baltimore National Heritage Area and Four Rivers Heritage Area for their roles promoting recent events of the Maryland Four Centuries Project, and emphasized that he sees the Maryland Heritage Areas Program as a useful network for heritage institutions across the state of Maryland that might be able to assist the Project in future promotion.

Ms. Janice Hayes-Williams shared that there will be a homecoming ceremony for the Smith Price remains on November 1, 2019 in Annapolis. She shared that Lieutenant Governor Rutherford will be the keynote speaker and invited everyone present to attend. She noted that the Historic Annapolis Foundation paid for facial reconstruction images that were done.

Ms. Elizabeth Fitzsimmons announced that Governor Hogan has declared September International Underground Railroad Month, and that CBS Sunday Morning will feature content about Harriet Tubman and Maryland’s Eastern Shore on October 20, 2019. She also asked that everyone use Visit Maryland’s event calendar to share upcoming events, emphasizing that the calendar is viewed by millions online. She reported that 2020 is the Year of the Woman, and a special effort to collect events related to these anniversary commemorations is underway now. She said that the Governor will likely be making an announcement related to the Year of the Woman in November or December of 2019.

Ms. Elizabeth Hughes reported that two National Park Service grant programs are now accepting applications: the African American Civil Rights Grant Program and the Underrepresented Community Grant Program, which does not require matching funds from grantees. She also shared that the African American Civil Rights Network is currently accepting nominations for properties, facilities, or programs that help to tell the story of the African American Civil Rights in the United States.

MHAA staff confirmed they would circulate links after the meeting regarding these three programs that Ms. Hughes mentioned.

Dr. Marty Baker reported that the Maryland Department of Transportation recently released a draft of their updated Consolidated Transportation Program, and they are now in the process of consulting with counties. She also reported that the Hogan Administration recently announced more than $9 million in FY 2020 grants to support bicycle and pedestrian safety and connectivity in Maryland. She provided several examples of projects funded.
Mr. Daniel Spedden announced that tomorrow – October 11, 2019 – in Hagerstown, there would be a grand opening and ribbon cutting of the new Performing Arts Center at the Maryland Theatre.

Ms. Amy Seitz announced that the Keep Maryland Beautiful grant round is now accepting applications for “clean-up and green-up” projects across the state, and that the application can be found on the Maryland Environmental Trust’s website.

**HERITAGE AREA DIRECTORS’ ANNOUNCEMENTS**

Ms. Gail Owings announced an upcoming workshop for non-profits focused on attracting and keeping volunteers. Her organization is hosting the workshop. Staff from the Chesapeake Bay Maritime Museum will share experiences and advice on the topic.

Ms. Carol Benson shared information about an event that her heritage area recently hosted entitled “Decolonizing Our Museums,” about the Four Rivers African American Heritage Trail, which has recently been launched and will likely be extended. She said that Visit Annapolis created a video highlighting the Trail, and she also discussed the success of her recent MHAA Marketing Grant, which has shared the stories of dedicated volunteers throughout the heritage area through a series of videos.

Ms. Hayes-Williams congratulated Ms. Benson on launching the Trail and added that it has been accepted by the Anne Arundel County Public School System for use as a curriculum resource.

Ms. Benson noted that Maryland Day Celebrations in Four Rivers will take place on March 20-22, 2020.

Ms. Lindsey Baker thanked the Maryland Office of Tourism for their work to highlight the anniversary of Harriet Tubman’s self-emancipation on social media. She noted that a post from her heritage area, utilizing the hashtags provided by the Office of Tourism, garnered over 700 shares and reactions on Facebook. She also provided information about her Heritage Area’s Patapsco Days event.

Ms. Shauntee Daniels announced that tomorrow – October 11, 2019 – would be moving day for the Baltimore National Heritage Area’s offices, as they transition to their new space in the H. L. Mencken House. She urged everyone present to write letters to the Friends of the Mencken House to let them know how important it is to share Mencken’s full history with visitors. She also shared that Mr. Jeffrey Buchheit, former Executive Director for the Baltimore Heritage Area, was honored recently when he received the William Donald Schaefer Baltimore Tourism Visionary Award from Visit Baltimore.

Ms. Lucille Walker announced that the Southern Maryland Heritage Area has started the process of seeking recognition as a national heritage area by forming a steering committee. She said that the first step is to get approval of the concept from NPS, and the next step would be to conduct a study. She noted that the story of religious freedom in Southern Maryland is of national
Ms. Deidra Ritchie noted that Bill Atkinson recently retired, after serving over 30 years for the Maryland Department of Planning in Western Maryland. She also shared information about a public meeting regarding the Cumberland River Park. She said that the management planning process for the Appalachian Forest Heritage Area is moving forward.

Ms. Elizabeth Shatto announced that the Heart of the Civil War Heritage Area is also moving offices in the next few weeks, and everyone should make sure to update their contact information for the office. She also shared information about the heritage area’s upcoming annual meeting, a book talk for *Searching for Black Confederates: The Civil War’s Most Persistent Myth*, new exhibits at the Newcomer House, and the Heart of the Civil War Heritage Area’s mini-geant program.

Ms. Julie Gilberto-Brady shared information about Dorchester County’s recent 350th anniversary commemoration, including the opening of a time capsule and plans for another time capsule to be opened at a later date. She also announced the Heart of Chesapeake Country’s recent heritage awardees.

Ms. Lisa Ludwig discussed the National Folk Festival held in Salisbury, noting how well represented the Lower Eastern Shore Heritage Area and MHAA were in the program. She said the MHAA program impact consultants conducted surveys at the event, and she announced the Assateague Island Alliance and NPS’s event to showcase their new MHAA grant-funded picnic tables that prevent wild horses from taking human food.

Ms. Brigitte Carty of the Lower Susquehanna Heritage Greenway noted her heritage area’s involvement in the recent planning process for the Washington-Rochambeau National Historic Trail’s upcoming anniversary commemorations.

Ms. Kirstin Falk of the Anacostia Trails Heritage Area (ATHA) announced that the Request, for Proposals for a consultant to undertake ATHA’s boundary amendment feasibility study, was recently posted.

Ms. Sarah Rogers described Heritage Montgomery’s recent work with Montgomery County Public Schools, announced an event coming up on November 2 at Button Farm featuring the Washington Revels, and shared that the heritage area was disappointed by the placement of a cell tower near Riva Road along the Agricultural Reserve.

**ADJOURN**

Mr. McCord thanked everyone for attending the meeting.
Ms. Fitzsimmons motioned to adjourn the meeting. Dr. Baker seconded, and the motion was approved unanimously.

Mr. McCord adjourned the meeting at approximately 12:20 pm.