

**Minutes of the
Fifty-Ninth Meeting of the
Maryland Heritage Areas Authority**
Glenview Mansion
Rockville Civic Center Park
603 Edmonston Drive
Rockville, MD 21032
April 18, 2013

The fifty-ninth meeting of the Maryland Heritage Areas Authority was hosted by the Montgomery County Heritage Area and held at the Glenview Mansion Rockville Civic Center Park in Rockville, Maryland at approximately 10:15 a.m.

Authority Members/Designees Present: Hannah Byron (representing MD Department of Business & Economic Development Secretary Christian Johansson); John Wilson (representing MD Department of Natural Resources Secretary John R. Griffin); Marty Baker (representing MD Department of Transportation Acting Secretary Darrell B. Mobley); Donna Dudley (Public member for Heritage Tourism); Donna Ware (recommended by the Speaker of the House); Ann Fligsten (recommended by the Speaker of the House); Robert D. Campbell (Governor's Appointee for Historic Preservation Expertise); Burton Kummerow (recommended by President of the Senate); John Fieseler (MD Tourism Development Board representative); Wayne E. Clark (recommended by the President of the Senate); Rowland Agbede (representing MD Department of Agriculture Secretary Earl Hance); Amy Owsley (Representative for MD Greenways); Pete Lescher (MD Municipal League Representative);

Authority Members/Designees Absent: Matthew J. Power, Chairperson of the Maryland Heritage Area Authority and Deputy Secretary, MD Department of Planning (representing MD Department of Planning Secretary Richard E. Hall), Amy Seitz (representing MD Department of Housing and Community Development Secretary Raymond A. Skinner); J. Rodney Little (State Historic Preservation Officer); Marcie Taylor-Thoma (representing MD State Department of Education Secretary Lillian M. Lowery); Melinda Vann (representing MD Higher Education Commission Danette Gerald Howard, Interim Secretary);

Staff Present: Bernadette P. Pruitt, Suzanne Mbollo, Jennifer Ruffner, Richard Hughes, Elizabeth Hughes, Shannon Marino, Amanda Conn;

Others Present: Roz Racanello (Chair, Maryland Coalition of Heritage Area and Director of Southern MD Heritage Area); Jay Parker and Lisa Ludwig (Lower Eastern Shore Heritage Area); Carol Benson (Annapolist, London Town and South County Heritage Area); Aaron Marcavitch; Anne Ketz (Anacostia Trails Heritage Area); Mary Ann Lisanti and Brigitte Carty; (Lower Susquehanna Heritage Greenway); Peggy Erickson, Romola Ghulamali, Lori Raney, Tom Kittler and Bobby Donovan (Montgomery County Heritage Area); Liz Shatto, Alyssa Poulin and Jake Wynn (Heart of the Civil War Heritage Area); Jeff Buchheit (Baltimore National Heritage Area); Dee Dee Ritchie (Canal Place Heritage Area); Dawn Hein (Mountain Maryland Gateway to the West Heritage Area) Gail Owings (Stories of the Chesapeake Heritage Area); Marci Ross

(Maryland Tourism); Robin Ziek and Ann Wallas, City of Rockville; Phyllis Marcuccio, Mayor, Rockville, MD.

Call to Order/Introductions

Ms. Bryon chaired the meeting in Mr. Power's absence. She called the meeting to order at approximately 10:15 a.m. Those in attendance introduced themselves.

Montgomery County Heritage Area Executive Director Peggy Erickson gave a brief overview about Glenview Mansion and the scheduled tour.

Approval of Minutes for January 17, 2013

Mr. Leshar offered the following motion:

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

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

Management Report

Legislative Reports

Ms. Byron updated the group on the Department of Budget and Economic Development's funding for FY 2014, and other issues that arose during the legislative session. She also shared that in March the ground breaking ceremony for the Harriet Tubman State Park was held in Cambridge, MD.

Ms. Hughes reported on the funding for programs administered by the Maryland Historical Trust (MHT), including an overview of the African American Heritage Preservation Grant program. She also noted several bills that MHT is currently tracking, including SB702/HB1337 – Maryland Public Art Initiative Program and SB144/HB263 – Property Tax Credit – Historically and Architecturally Valuable Property.

Mr. Wilson reported on the funding for programs administered by the Department of Natural Resources (DNR). He also shared some of the results of a public survey conducted by DNR that showed visiting historical sites as one of the top activities people enjoy.

Dr. Baker announced that the Department of Transportation received a revenue increase that will fund larger transportation projects.

Maryland Heritage Areas Authority Financing Fund (R. Hughes)

Mr. Hughes reported the MHAA financial balance as of March 31, 2013 is \$373,377.33 and that the MHAA received full funding of \$3 million for FY 2014. Mr. Hughes also introduced the new MHT grants manager, Suzanne Mbollo, who works closely with the MHAA staff. She replaced Ruth Scheler, who retired in 2012.

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

Patapsco Heritage Greenway Recognized Heritage Area (Baltimore and Howard Counties) – Certification process

Mr. Hughes indicated the Patapsco Heritage Greenway (PHG) continue efforts to move forward with their certification. Mr. Hughes, Ms. Hughes and Ms. Ruffner met with representatives of PHG in March 2013. Currently they are working on submitting a request to fund a management plan update.

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

Mr. Hughes indicated that Canal Place is working to expand the boundaries and to update the management plan. Maps were included in the MHAA booklets to show major components that are being proposed in the boundary expansion.

The Canal Place Advisory Committee is finalizing comments on the draft plan update that is scheduled to be submitted to the MHAA and completed by Fall 2013.

Mr. Hughes and Ms. Ritchie answered questions about the boundary expansion.

Action Item

City of Rockville (Montgomery County Heritage Area) – proposed boundary amendment to add portions of the City of Rockville to the Montgomery County Heritage Area.
(R. Hughes)

Mayor Phyllis Marcuccio gave a brief overview about Rockville and expressed her excitement about becoming part of the Montgomery County heritage area. Ms. Robin Ziek gave a power point presentation highlighting some of Rockville’s historic sites, resources, people and extended an invite to everyone attend upcoming events.

The Vice Chair called for a motion. Ms. Fligsten offered the following motion:

RESOLVED, that the Authority approves the request by the Montgomery County Heritage Area and the City of Rockville to amend the boundaries of the Certified Heritage Area to include the area within the incorporated boundaries of the City of Rockville as shown on “Map 4: Proposed Rockville Certified Heritage Area” of the document titled “Amendment to the Montgomery County Heritage Area Management Plan: City of Rockville” date January 28, 2013.

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

Management Report (cont.)

Maryland Milestones Heritage Area (Anacostia Trails) – Proposed Expansion to include portions of Prince George’s County East of the Current Heritage Area Boundaries.

Mr. Aaron Marcavitch, Executive Director of the Anacostia Heritage Trail Heritage Area, (ATHA) indicated an expansion to include Bowie and other related areas was being explored. He is in the process of developing maps that will show the new areas. He also discussed the new marketing name, Maryland Milestones, which ATHA is using to be more inclusive of communities on the Patuxent River.

MHAA FY 2014 Grant Applications – Status Update

Ms. Ruffner reported that the MHAA received a total of 99 applications which is a little lower than what was received the previous year. They consist of 12 management, 39 capital, 44 non-capital, two programming grants and one marketing grant. The grant chart was shared for informational purposes to give an idea of what has been received and not for public distribution. To date no decisions have been made and the TAC will be reviewing the applications before the next meeting.

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

Ms. Ruffner reported that the grants lifecycle management software continues to move forward. The next step will be to get final approval of the recommended vendor from the Department of Information and Technology, and final approval will be requested at the May 29, 2013 Board of Public Works Meeting.

MHAA Strategic Plan Implementation - Status Report (J. Ruffner)

Ms. Ruffner reported that MHAA is now in the middle of the Strategic Plan. Ms. Ruffner reviewed the three charts that were distributed that mainly focused on mid-and long-term goals (through 2020). Most of the short-term goals are complete (2010-2012) but a few items are still in process and remain on the charts. She updated the Authority on the progress of the various work items, and reviewed some of the new work items for the mid- and long-term. The performance measures were a big focus in the past quarter.

Update on 360 Internal Survey (J. Ruffner)

Ms. Ruffner reported on the survey conducted to evaluate the heritage areas program. It is one of three evaluation tools from the strategic plan that looks internally to see how the program is working through the eyes of the immediate stakeholders. She shared the results of the survey data, and reviewed some of the key highlights, which include performance evaluation of the various groups (MHAA, TAC/Staff, Coalition of Heritage Areas). More analysis will be conducted, and a list of suggested changes and recommendations will be generated.

Maryland Coalition of Heritage Areas (MCHA) Report (Roz Racanello)

Ms. Racanello reported that the MCHA held an all day retreat and all 12 directors attended. The group discussed the program impact measures and the direct performance measures. Ms. Racanello expressed the concern that the Coalition members do not have the expertise, capability or capacity to gather such data/program measurements.

The Coalition discussed the incoming Patapsco Heritage Greenway Heritage Area and a strategy for approaching the legislature to increase funding.

Heritage Area 5-Year Plans - Summary Reports

Canal Place Heritage Area (CPHA) (Dee Dee Ritchie, Executive Director)

Ms. Dee Dee Ritchie, Executive Director of the Canal Place Heritage Area (CPHA) presented a summary of the Canal Place Five Year Plan, and indicated that the major theme for the CPHA is transportation and sub-themes of natural, cultural and recreational resources. CPHA is unique as a heritage area because they are a state agency with real estate to maintain and manage.

Heart of the Civil War Heritage Area (HCWHA) (Elizabeth Shatto, Executive Director)

Ms. Elizabeth Shatto, Executive Director of Heart of the Civil War Heritage Area (HCWHA) summarized the goals of the HCWHA five year plan, and indicated that the strategic planning process reaffirmed the programmatic roles that were in their original management plan.

Stories of the Chesapeake Heritage Area (SOCHA) (Gail Owing, Acting Executive Director)

Ms. Gail Owings, Acting Executive Director, Stories of the Chesapeake Heritage Area conveyed that the (SCHA) Five Year plan includes five main goals, and that their focus right now is in developing and maintaining a viable and well-centered organization by working on board development, fundraising and the creation of a strong development plan.

Action Items

Heritage Area Direct Performance Measures: Annual Performance Targets for FY 2013

Heritage Areas Program Impact Metrics: FY 2013 Data Definitions and Baseline Data Collection for FY 2013 and FY 2014

Ms. Byron recommended, and it was agreed by the members, that the agenda items be deferred until Chairman Power is in attendance. However, Ms. Byron encouraged discussion on the subject.

Ms. Ruffner began the discussion with the Direct Performance Measures, which look at the performance of the Management Entities in three areas – Funding Leveraged, Activities Completed (in the Annual Work Plan) and Management Capability. Based on feedback provided by the Coalition, some changes were made to the measures, and these were reviewed. The group discussed the Direct Performance Measures. Issues raised included what the goals were for

funding leveraged and diversity of funds; the need to understand how these performance measures would be utilized in future, particularly as it relates to management entity funding; the fact that each heritage area is different and needs to be examined differently; and the need to test the measures before finalizing the benchmarks.

The group also briefly discussed the Program Impact Metrics and Data Definitions. Issues raised included the burden of data collection on the local heritage areas; the need for program impact data to document the value of the program and the return on investment; the concern that the program impact data could be misused; whether there are other models that can be used as reference; and how the National Heritage Areas Program has tried to collect program impact measurements and has pulled back on some areas because they do not work.

No decisions were made on either topic, but it was determined that additional discussions involving MHAA, TAC and Coalition members was needed before action could be taken on these items.

Adjourn

The meeting adjourned at 12:06 p.m., and was followed by lunch and a tour of the Montgomery County Heritage Area.