



CBGN Working Group Minutes – April 12, 2006

CBPO Fish Shack Conference Room, Annapolis, MD

Participants: John Maounis, John Page Williams for Lee Epstein, Camille Bowman, Melanie Teems, Lynn Bostain, Marci Ross, Lisa Gutierrez, Scott Beatty, John Davy, Janit Llewellyn, Paula Degen, Bob Campbell, Cheryl Branagan, Mike Land, Catherine Mueller; **Guests:** Suzanne Copping, National Park Service; Melissa McCloud, Chesapeake Bay Maritime Museum; Beverly McMillan, consultant; Laura Gatz, Lisa Vojta, and Catherine Kim, representing the Government Accountability Office.

Opening: John Maounis convened the meeting at 10:10 a.m. The Minutes of the March 8, 2006, meeting were discussed and the following changes noted: Paula Degen, staff, and guests Andrea Brown and Barbara Patterson did not attend the March 8 meeting as stated; Catherine Kim did attend as a representative of the Government Accountability Office. The Minutes were otherwise accepted as stated.

John Maounis shared excerpts from letters from Congressman Wayne T. Gilchrest and Senator Barbara McCulsky in support of funding for the Chesapeake Bay Gateways Network. He also distributed a list of Network and Gateways projects related to the 400th anniversary of Captain John Smith's Explorations of the Chesapeake.

Chesapeake Bay Maritime Museum Hub: Melissa McCloud, vice president of programs for the Chesapeake Bay Maritime Museum (CBMM) described the 2005 Gateways grant-funded exhibit about the Network, which is being developed for the only CBGN Hub. The exhibit will introduce visitors to the places and stories of the Bay and how they can learn more. It will include a video recently produced by CBGN. A new signage program in St. Michaels, MD, will lead visitors to the exhibit and the adjacent Chesapeake Bay Maritime Museum. The project is scheduled to open in early 2007.

Status of IG and GAO Reviews: In reporting on the status of reviews of the CBGN, John Maounis summarized the report from the Department of the Interior Inspector General which was recently submitted to the Director of the National Park Service. The report was generally positive and made two recommendations: (1) ensure timely completion of grants and terminate grants if the cooperator is not performing; (2) assess whether costs are accurate and allowable under federal regulations. Staff is working to complete all 2001 through 2005 grants over the



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next several months and to identify for termination those projects that are not likely to be completed within the required timeframe. To ensure accountability, the office will continue the contract with an outside consultant to audit selected grants.

Laura Gatz, team leader for the on-going Government Accountability Office review, described the objectives of the GAO review and how the Working Group will be involved. The team expects to issue its report in September 2006. A draft will be available to NPS and DOI in advance for comment.

John Smith Book Update: Beverly McMillan, in lieu of Bob Carter, reported on the John Smith book to be published through a cooperative agreement with the University of Virginia Press, the Maryland Historical Trust, the Virginia Department of Historic Resources, and the Chesapeake Bay Gateways Network. She described recent negotiations with the Press regarding size of book, number of maps and illustrations, use of color, and overseas printing. The project is expected in early 2007 and will be a major contribution to the knowledge of the John Smith era.

Colonial Poster and Guide: Marci Ross reported on the colonial poster/guide and described a new concept that would broaden the scope and distribution of the product. Instead of focusing primarily on the anniversary of Captain John Smith in 2007, the scope would change to a multi-year guide for the period from Captain Smith to the founding of the United States (1607–1789). This would give the publication a longer shelf life and involve Gateways and others that have stories connected to the colonial era, native peoples, and establishing the United States. Another important change to the project will be to provide the poster/guide for free distribution rather than as a sales item.

Evaluating the Effectiveness of the Network: Citing a report to the House Appropriations Subcommittee regarding the difficulty in measuring the effectiveness of the CBGN grants program, John Maounis initiated discussion of how to evaluate the Network. He distributed a draft report from Price Waterhouse Coopers that was commissioned by CBGN in 2005. PWC recommends an outcome-based measurement process as the approach to evaluation. Melanie Teems described a similar model being used by the Chesapeake Bay Trust to measure the effectiveness of the Trust's grants program.

Suzanne Copping, representing the National Park Service National Heritage Areas, presented two other models for consideration: one designed to evaluate sustainability of heritage areas over

time, and the other a money generation model designed to evaluate the economic impact of heritage areas. She offered guidance in determining the questions, setting standards for collecting information, getting “buy in” for the process, tracking the data, analyzing the information, and tapping resources that can help. Scott Beatty and others noted that an evaluation process is not for defensive purposes but is a tool to strengthen a case for showing growth and effectiveness. As a next step, several names were suggested for a task committee to continue the conversation and bring recommendations to the Working Group.

Next Meeting: The next Working Group meeting will be **May 24, 2006**, specifically to review the grant applications for FY2006.

The meeting adjourned at 12:30 p.m.