



**Minutes**  
**Gateways Network Working Group Meeting**  
**Pavilion**  
**Historic London Town and Gardens**  
**May 19, 2004**

**Participating:** Lee Epstein, Lisa Gutierrez, Pat Stuntz, Marci Wolf Ross, Dan Martin, Elizabeth Hughes, Marian Hrubovcak, Lynn Bostain, Bob Campbell, Jonathan Doherty, Cheryl Branagan, Michael Land, Catherine Mueller

**Guests:** Janet Reingold, Joseph Ney and Vickie Jones, Beverly McMillan, Claudia Schechter, Buck Buchanan, Donna Ware, Michael Valliant, Kerry Wargo Clough

The meeting began at 10:15 a.m.

The minutes from the February 10 and March 19 meetings were approved as written.

**Communications and Marketing Strategy/Plan**

An overview of the strategy/plan was presented by Janet Reingold. The plan has been developed through a systematic process over the last six-months guided by the CBGN Communications & Marketing Steering Committee and involving consultations with the Working Group, designated Gateways, key tourism agencies and organizations.

The presentation outlined the Processes (Page 6), Key Audiences (Pages 7-8), Broad Communication and Marketing Goals (Pages 9 -15), Comprehensive Strategies (Pages 16 - 35), expected outcomes, and next steps arising from the plan. An action plan for the strategy was distributed at the meeting.

Lynn Bostain and Marci Ross, representing the Communications & Marketing Steering Committee, described the committee's work and recommended that the Working Group proceed with implementing the plan.

The discussion that followed included comments and questions regarding:

- Whether the network has the homogeneity often required for effective branding? Janet Reingold noted that the branding envisioned in the plan does focus in on a core aspect of the network (how it provides the connection between people and the Chesapeake), but noted that it is actually the network's diversity that is its greatest strength; it can provide so many kinds of Chesapeake experiences.

- Whether we are at the point where all Gateways are at or above a certain minimum level of expected visitor experience, and if not, how should we address that? Members noted that the nomination process is more rigorous than at the very beginning of the network. This suggests we should evaluate sites that may need direct assistance and communicate with them about current expectations.
- Whether it is time for a structured review process for past grants. It was suggested that Working Group members would like to begin to more fully understand the impacts, success and failures of prior grants. This will help determine whether the grants are helping Gateways meet the expected level of visitor experiences for the network.

Working Group member agreed to accept the plan and move ahead with implementation. It was noted that the first phases of implementation (based on the action plan) will come up quite rapidly in this year's budgetary commitments.

### **Report from Partnership Development Committee**

Buck Buchanan of the Annapolis Maritime Museum reported for the committee. He noted that the Working Group had authorized the committee of Gateway and Working Group representatives at the January 2004 meeting to pursue:

- A fostering entity that would allow the partner support organization to develop under its wing until ready for independence
- A contractor to identify revenue generating opportunities to support the operations of the partner

He noted the committee has pursued both charges over the past 3 months, including:

- Developing a list of 11 potential fostering organizations and pursuing each to determine whether or not there might be interest in becoming the parent organization. Some organizations have indicated interest, but there is some final research to do before returning to the working group with a solid recommendation.
- Advertising the enterprise contract and interviewing three of four potential contractors, with very good results. We are confident that this contract will be underway within 4 weeks.

By the next meeting, the committee would hope to bring:

- A recommendation about fostering entity for, or possibly independent development of, the nonprofit partner, at a level of detail that will meet the Working Group's expectations.
- Information related to the enterprise research contract's selected vendor, direction and timing.

### **Gateways Network Updates:**

**Gateways Grant Applications** were distributed to the members present. The others will be mailed (Fed Ex) on May 20. There are 43 applications for a total of 2.6 million.

**Smithsonian Folklife Festival:** CBGN is sponsoring the move of a Skipjack to the National Mall. Two of our Gateways (Chesapeake Maritime Museum and Piney Point Lighthouse) will also be participating with the raising of the skipjack mast – the boat will be moved to the Piney Point lighthouse after the festival. A magnet will be distributed that features the new Gateways tagline and URL and a skipjack. In addition the new thematic guide will be sold there as well. The CBPO Communications group will be working on media relations with the Smithsonian to

ensure the Skipjack and a Chesapeake Music and Food day will be highly publicized. The Festival is scheduled to run from June 23-27 and June 30-July 4.

**Product Development Committee/Thematic Guides:** “Chesapeake Bay Work Boats” is in the final stages of production and will be on sale at the Smithsonian Folklife Festival store. Waterfowl of the Chesapeake is scheduled for a fall release. The committee will shortly be coordinating a series of product reviews, including a review of Water trail maps.

**Interpretive Planning Workshops:** This key form of technical assistance is progressing well and Gateways seem to be enthusiastic about the sessions. Upcoming workshops include:

*June*

Wye Grist Mill

*August*

Pickering Creek Audubon Center  
Belle Island State Park?

*July*

Historic London Town and Gardens  
St. Clement’s Island Potomac River Mus.  
Hoffler Creek Wildlife Preserve

*September*

Belle Island State Park?

Working Group members are invited to attend any of these workshops.

**Chesapeake Bay Special Resource Study:** The study is in its final stage and a report is due out shortly. It is currently on review at the Department of the Interior level.

**Thomas Point Lighthouse:** The lighthouse was officially transferred to the City of Annapolis on May 1 by Secretary of the Interior Gail Norton. The City then leased the facility to the US Lighthouse Society, in partnership with the Annapolis Maritime Museum. The museum will develop a shore-based exhibit at the McNasby’s building. McNasby’s is the process of being rebuilt after the damage that was suffered during Hurricane Isabel. Plans include the rebuilding of both the docks and warehouse, completing the grant for “Oysters on the Half Shell,” creating the lighthouse exhibit, a gift shop and offering transport to the lighthouse.

**Other Information**

A water trails workshop will be held on May 26 in Pennsylvania.

June is Pennsylvania River Month. A sojourn has been scheduled along the North Branch of the Susquehanna River Water Trail.

**Upcoming Meetings**

**Tuesday, June 8 (Grant Review Meeting)– Fish Shack**

Wednesday, July 7 – Fish Shack

Wednesday, August 4 – Fish Shack

Wednesday, September 8 – Fish Shack

Tuesday, October 12 – Fish Shack

Tuesday, November 9 – Fish Shack

Wednesday, December 1 – Fish Shack