

CBGN Working Group Minutes - July 7, 2004

Chesapeake Bay Program Office, Annapolis, MD

Joe Macknis Memorial Conference Room (Fish Shack)

Participating:

Melanie Teems, Marci Wolf Ross, Dan Martin, Robert Pickett, Bob Munson, Paige Weiss, Lynn Bostain, Jonathan Doherty, Cheryl Branagan, Michael Land, Rod Torrez, Elissa Favero, Catherine Mueller

Guests:

Beverly McMillan, Claudia Schechter - APPL, Jari Tuomala - BCG, Danial Stid - BCG

The meeting began at 10: 10 a.m.

The minutes from the May 19 2004 meeting were passed with one note.

Note: The list of Interpretive Planning Workshops and dates has been revised and finalized. A current list with locations and dates is available. All are invited to attend any of these workshops.

2004 Gateways Grants Summary

The list of Tentative 2004 Gateways Grant Awards is in the final stages. Grant award letters to Gateway recipients went out on Friday (July 2, 2004.) This information has also been released to both Senate and House offices for their internal use only. The grants will not be finalized until mid August. A workshop for the grantees has been scheduled for Thursday, August 26, 2004 in Annapolis at the Fish Shack. The following specific updates are noted:

Virginia Living Museum

Rod has been working with the staff and visited them to discuss the recent grant submittal. They have accepted and are enthusiastic about our offer to focus only on the restoration/interpretation portion of the proposal.

Great Bridge Locks Park

Paige and Rod went along with park staff and have determined the berm is essential to the park. They worked with staff to modify and redirect their proposal with a final award of \$57,000 expected.

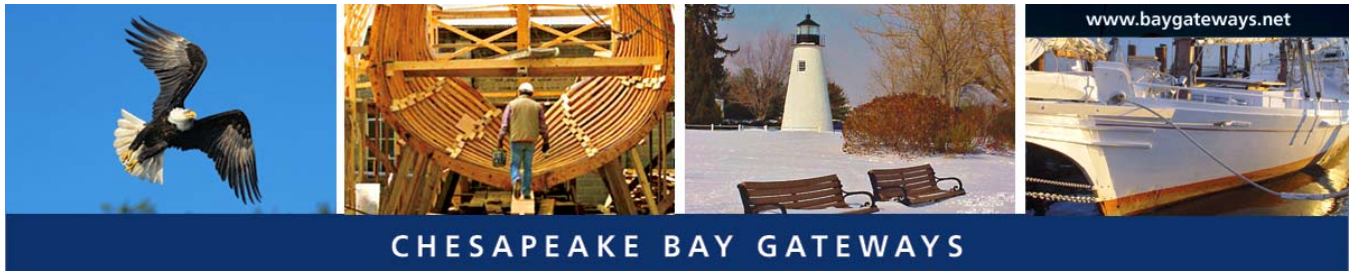
Fells Point National Register Historic District

Rod is working with the staff to develop the timeline for an archeology oriented interactive display highlighting the settlement of Fells Point.



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Annapolis City Dock

Rod is working with the City of Annapolis and their designer to create a sign plan to replace six deteriorated wayside panels and incorporate historical photographic images on two existing blank panels at City Dock.

Geddes Piper House

Cheryl is working with staff to see how to develop this project.

Support Partner Organization Development

Enterprise Strategy Development – Overview and Initial Observations

The data gathered over the last four weeks by the Boston Consulting Group in developing an Enterprise Strategy for the Chesapeake Bay Gateways Network Support Group was presented by Jari Tuomala and Danial Stid. The current plan calls for a workshop to be held on Friday, July 9 here in Annapolis with the members of the Partner Support Organization Committee and staff of the CBGN. The plan is to present the data in a similar fashion as today, then present a list of 25 enterprise opportunities and narrow this down to six or eight actual priorities and develop business plans for the support organization to use to create capital for future operations.

Update on Foster Entity Discussions

The committee has been looking and researching the possibilities for an established national or regional non profit organization to be a financial umbrella organization for the CBGN support partner. The Group has reviewed and consulted with the following organizations: *National Organizations* - National Trust for Historic Preservation, The Conservation Fund, National Park Foundation, National Fish and Wildlife Foundation; *Regional Organizations* - Coast Guard Auxiliary, Alliance for the Chesapeake Bay, Chesapeake Bay Foundation, Chesapeake Bay Commission, Public Welfare Fund.

Website User Trends and Developments

Mike Land discussed the trends and changes during the last year (June 2003 – June 2004.) The statistics gathered are telling us:

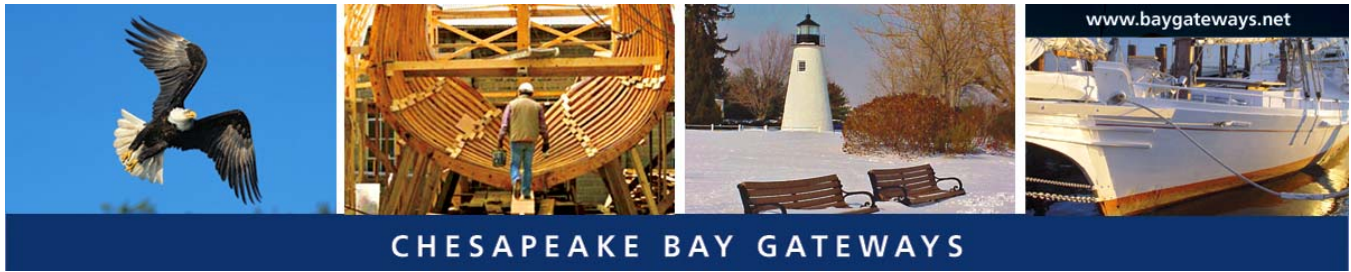
- spring and summer are our busiest seasons
- June is the most popular month
- visitation to www.baygateways.net has doubled in the last year (unique visits vs. hits)

The site is currently 11th on the Google search engine when searching for “Chesapeake Bay”, which is the top of the second page. The goal is to be on the first page (each page has 10 listings.) CBGN has in the past appeared on the front page particularly when CBGN was the park of the month on the National Park Service webpage (www.nps.gov). Two steps will help achieve this: deciding what type of phrases we would like to be searched by and then building them into site content (e.g. Bay Tourism) and establishing more links to CBGN from gateways and partners.



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New additions and changes to the site include:

- Workboats section
- Site photos
- Animations
- Remodeled homepage

Upcoming and new features include:

- Paddling the Chesapeake - will address water trails, sites and issues focusing on the paddler
- Driving Directions to sites
- Potential Survey Card will be similar to those found on other webpages. Information gathered from these will provide insight and help to increase awareness of the visitor to our site. We are looking into what will be the best balance for questions. The results will be shared with the specific gateway.

Network-wide Initiatives Updates:

Smithsonian Folklife Festival

There were seven to eight gateway sites participating at the festival. CBGN sponsored the placement of the Skipjack. A day dedicated to the Chesapeake Bay was held on the final Saturday of the festival.

Thematic Guides

The Product Review committee is meeting today and will discuss the final two publications and schedules (funding is already committed). The next guide to be published will be at the end of September will be Chesapeake Bay Waterfowl.

Water Trail Map/Guide Focus Groups

CBGN staff are working with a group of graduate students from George Washington University. They have held focus groups in various locations with experienced paddlers and outfitters to review the available water trail maps. A final report was received this past weekend (July 3-4, 2004) and was sent to the Product Development Committee for review and discussion at today's conference call.

2005 Conference Planning

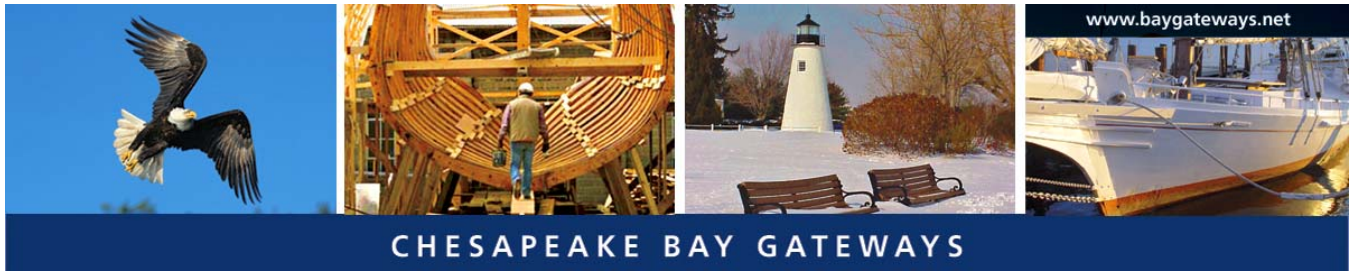
An initial call for volunteers from the 2003 conference planning committee to assist in the planning of the 2005 Gateways Network Conference (tentatively scheduled for March 2005) was issued this week. A call to the Gateways Network members and the working group will be issued later this week.

We are looking at facilities on the eastern shore and southern Maryland with dates the last two weeks of March or the first week in April. We have looked at statewide calendars for conferences and or events and found none. Please check and see if there are any additional scheduling conflicts.



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2004 Budget

Members reviewed the Gateways Network-wide Strategic Priorities and Initiative –FY04 (Calendar Year 2004-2005) for recent updates on budget allocations. It was noted that a new expense is listed on page one - Grant Management and Assistance. For the first time, the CBGN appropriation has to cover a portion of NPS salary expenses, as expenses have grown beyond the NPS operating base allocation.

Chesapeake Bay Special Resource Study

Department of the Interior officials have given verbal approval for release of the National Park Service special resource study. It is expected to be released in August.

2004 Meeting Schedule

There will be no August meeting.
Wednesday, September 8 – Fish Shack
Tuesday, October 12 – Fish Shack
Tuesday, November 9 – Fish Shack
Wednesday, December 1 – Fish Shack

The meeting adjourned at 12:45 PM



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