

CBGN Working Group Minutes – September 8 2004

Joseph Macknis Memorial Conference Room, Chesapeake Bay Restoration Center
Chesapeake Bay Program Office, 410 Severn Avenue, Annapolis MD 21403

Participating: Lee Epstein, Lisa Gutierrez, Pat Stuntz, Melanie Teems, Marci Wolf Ross, Elizabeth Hughes, Robert Pickett, Robert Carter, John Davy, Bob Munson, Bob Campbell, Jonathan Doherty, Cheryl Branagan, Michael Land, Catherine Mueller, Rod Torrez

Guests: Claudia Schechter - APPL, Paula Degen - APPL, Daniel Stid - BCG

The meeting convened at 10:00 AM

Support Partner Organization Development

Bob Carter introduced two reports for the Support Partner Committee:

- Enterprise Strategy Recommendations (presented with assistance from Daniel Stid, BCG)
- Foster Entity Next Steps (presented with assistance from Claudia Schechter)

The minutes incorporate by reference the handouts for these presentations. Working Group members concurred with the committee's recommendation to proceed with negotiating an agreement with the National Fish and Wildlife Foundation and with the recommended enterprise strategy. Jonathan Doherty noted the Working Group should expect to review a copy of the draft agreement with NFWF at the October meeting.

2005 Conference Preparations

Claudia Schechter reported that plans for the next Gateways Network Conference were progressing smoothly. The conference is scheduled for April 4 – 6, 2005 at the Holiday Inn Select in Solomons, Maryland. Paula Degen will be coordinating the conference logistics (including the mailings, announcements, room and equipment coordination at the event, etc.).

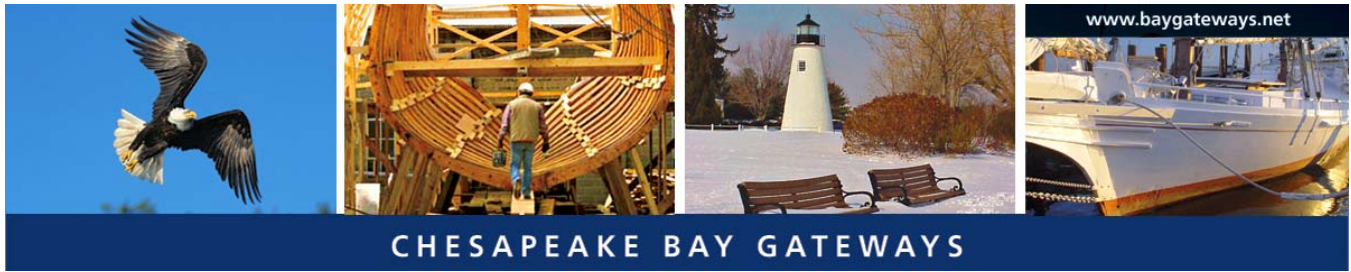
The planning committee members are Bob Carter, Melanie Teems, Ken Basile, Melissa Carnes, Christy Carter-Bright, Dianne Franck, Martin Fisher, Karen Grinnan, Myra Legg, Patty Long, Debra Pence, Steve Robinson, Jim Schepmoes, Pam Shubert, Dwight Williams, Jonathan Doherty, Bob Campbell, Cheryl Branagan, Rod Torrez, Catherine Mueller, *Claudia Schechter*, Krista Muddle, Paula Degen, Natalie Chabot, Carl Scheffel, and Hermann Schieke.

The first conference call of the planning committee will be held on Friday, September 10 from 10:00 a.m. to 12:00 p.m.



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Current and Coming Initiatives (see attached sheet)

Implementation of the **Communication and Marketing Plan** approved by the Working Group in May is a major priority for 2004/2005. Marci Ross described elements of a Joint Marketing Agreement between NPS, the MD Office of Tourism Development and Virginia Tourism Corporation to implement a media campaign over the next year. The campaign will include the development of press kits for the Network, a travel media blitz and "Fam Tour" in the upcoming year to highlight both the Network as a whole and the Gateway sites, development of a research team to provide baseline economic data, a uniform fulfillment process/phone center and fulfillment piece that will provide visitors information on the Network and State travel.

The web team has completed improvements to the website for **"Paddling the Chesapeake"** to address the Network's Water Trails (New and Existing) more effectively. The site includes information on locations and launch sites, safety and responsibility.

House Appropriations Committee Evaluation

An initial meeting was held with House Appropriations Committee staff regarding an evaluation to be conducted on the Chesapeake Bay Gateways Network. They will be visiting sites in the Gateways Network and talking with staff members, meeting with staff here and reviewing files in Annapolis and scheduling time with Working Group members to talk about the program and the network.

Chesapeake Bay Special Resource Study

A press release has been issued detailing the National Park Service's preferred alternative, which has at its core Alternative B – An Enhanced Chesapeake Bay Gateways Network. (A complete outline of this and the other alternatives can be found in the Final Report Executive Summary).

Next Meetings

- October 12
- November 9
- December 1



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