

CBGN Working Group Minutes – December 14, 2005

CBPO Fish Shack Conference Room, Annapolis, MD

Participants: Terry Hough, Bob Munson, Bob Carter, Melanie Teems, Marci Ross, Lynn Bostain, Jonathan Doherty, Bob Campbell, Rod Torrez, Cheryl Branagan, Mike Land, Paula Degen and guests: Scott Beatty, Claudia Schechter, Jill Nicoll, Hollis Minor, Ellie Altman, Debra Pence, Beverly McMillan, Camille Bowman

Jonathan Doherty convened the meeting at 10:10 a.m.

Minutes: Members adopted minutes of the November 9, 2005, meeting, which was held by conference call.

Updates: Jonathan Doherty distributed and commented on the following documents updated since the previous meeting:

- Strategic Plan for the Chesapeake Bay Gateways Network 2006-2008
- FY 2006 Annual Program Plan, adopted by the Working Group in November
- Completion Report, with Action Plan and Timeline, outlining improvements in overall CBGN management, which was prepared in response to congressional review of the Gateways Network
- A letter from the Chesapeake Executive Council to the Secretary of the Interior supporting funding and permanency for the Chesapeake Bay Gateways Network, signed by the governors of Pennsylvania, Maryland, and Virginia; the mayor of the District of Columbia; and the chair of the Chesapeake Bay Commission

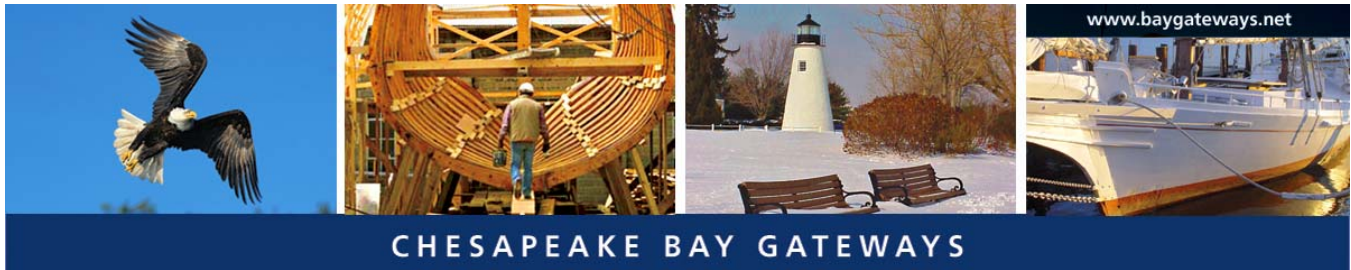
Video: The group premiered the first of two DVDs being developed for the Network. "The Chesapeake," is a five-minute video intended to introduce visitors to the Gateways experience. It will be distributed soon to all Gateways for public viewing. A second video will be produced for use by Gateways for orientation and training.

Update on Friends of Chesapeake Gateways (FCG): Scott Beatty, chair of the new Friends of Chesapeake Gateways, reported on the considerable progress made in forming a nonprofit partner organization for the Network. He introduced Ellie Altman, Bob Carter, and Debra Pence, who along with Beatty and John Valliant, make up the first board of directors. They expect to add several additional board members for geographic representation. In addition to formalizing the board, FCG has prepared charter and by-laws; applied for 501(c) 3 status; is working to secure



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start-up funding; and is pursuing grants for program funding. FCG is also exploring the feasibility of several enterprise strategies initially identified through work done by the Boston Consulting Group for the Working Group.

Enterprise Strategies: Updates were made on several initiatives that correlate with the enterprise strategies previously outlined.

- Bob Campbell reported on the proposed identity program and showed 10 prototype iconic images developed by contractor Nobel Erickson, Inc. He described the process for developing the images, showed possible applications of the images on a variety of products, and described how Gateways could participate in the branding program.
- Consultant Jill Nicoll reported her assessment of corporate relationships that could support the revenue and branding goals of CBGN. She outlined assets that suggest significant opportunities for corporate partnerships, but also noted the challenges of possible brand confusion with other Chesapeake Bay organizations and of potential competition perceived by individual Gateways.
- Consultant Hollis Minor presented her analysis of recommendations of the Boston Consulting Group and the Working Group’s product development committee. She interviewed store managers at Gateways, among others, in studying the feasibility of a loyalty program (a.k.a. “passport” program), which is the first of ten product categories being considered for revenue and/or education.

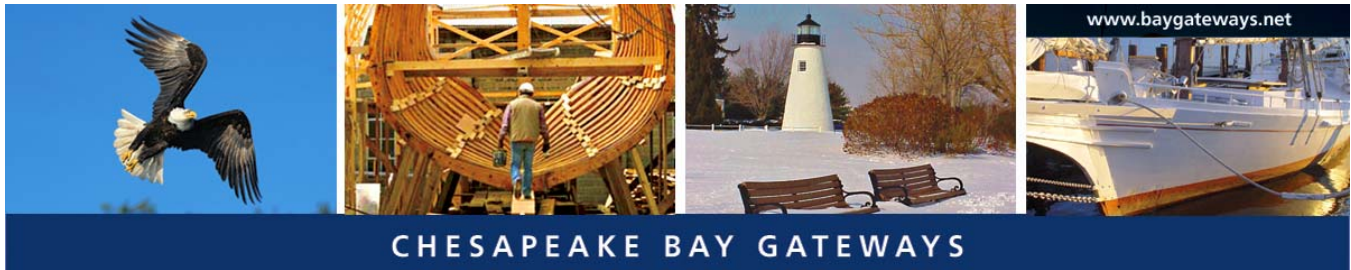
Policy Discussion: Based on these overviews and supporting documents, the Working Group discussed the policy implications of each and determined “next steps”:

- Iconic Images: The Working Group recommended that FCG move forward and test the proposed identity program with Gateways. The policies should be fine-tuned to assure review and approval by a Gateway in the development of its iconic image. Also the standards should reflect the use of sustainable materials for products associated with the iconic images.
- Corporate Relationships: There was consensus that FCG should move forward with the next steps identified by consultant Nicoll and should include Working Group review of proposed policies and prospective corporate partners. Criteria 1, 2, and 3 should be



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developed further and include a mechanism for WG review. A list of 25 companies that are considered "good fits" with the Network will be developed as a starting point. The Friends will research national heritage areas, designated affiliated areas, and other NPS areas having corporate relationships to clarify whether the NPS policies for donations and fundraising in Director's Order #21 apply.

- Loyalty Program: Enough questions were raised about the economics, need, visitor response, Gateway response, and timing of this initiative to indicate that it needs further study. However, there is sufficient interest in the potential of a loyalty program that Friends will begin discussing it with Gateways and soliciting feedback on the concept.

Other Business/Announcements: Jonathan Doherty noted the growing cross-involvement with the new Friends board and suggested that the Working Group may want to have FCG specifically represented on the Working Group.

There was a brief discussion of anticipated nominations of new Gateways. Bob Carter noted the opportunity for a new hub in Virginia at Fort Monroe, and Marci Ross offered to organize a discussion of what could be done to encourage new hubs.

Marci also noted the need to discuss a communications strategy on the issue of permanency for the Gateways Network in anticipation of the President's budget. Those interested in the discussion will meet January 11, 2006, following the next Working Group meeting.

The meeting adjourned at 1:30 pm.



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