

MINUTES OF MEETING

TO: Suzanne Copping, Project Manager,
National Park Service

FROM: Shannon Kettering/ Faye Goolrick Ecos Environmental Design, Inc./ Goolrick
Interpretive Group (Consultant Team)

DATE COMPLETED: January 18, 2010

PROJECT: Star-Spangled Banner National
Historic Trail Interpretive Plan **PROJECT #:** 0929

SUBJECT: Interpretive Plan Stakeholder
Workshop
November 17, 2009
St. Leonard/ Calvert County,
Maryland; Jefferson Patterson Park
and Museum

Meeting Agenda and Outcomes: The following are agenda items with corresponding feedback from attendees. ALL TEXT IN *BLUE ITALICS* WAS PRESENTED AT THE WORKSHOP BY THE CONSULTANT TEAM TO DEFINE DISCUSSION TOPICS AND GENERATE DIALOGUE AMONG THE ATTENDEES.

Star-Spangled Banner National Historic Trail Interpretive Plan Stakeholder Workshop #2

Welcome, Introductions, and Purpose

It was expressed to attendees that the purpose of the Interpretive Plan is to initiate a long-range vision for the interpretive programming of this trail, and to identify a number of actions necessary for implementing that interpretive vision. The purpose of this stakeholder workshop is to initiate the interpretive plan by gathering information from stakeholders regarding the stories, places (or resources) and potential visitor experiences. The meeting was interactive with the consultant team asking a series of questions to the attendees and then recording feedback on flip charts. To facilitate in the understanding of the trail's significance and past initiatives, project overview boards hung around the room providing answers to the following questions:

- A. *What is the purpose and significance of the Star-Spangled Banner National Historic Trail?*
- B. *Where is the Star-Spangled Banner National Historic Trail?*
- C. *Who is involved in the Star-Spangled Banner National Historic Trail and what other initiatives are occurring?*
- D. *Why an interpretive plan, and how will it be used?*
- E. *How is this workshop incorporated into the Interpretive Planning process?*

Attendees were provided handouts: 1) The Star-Spangled Banner National Historic Trail Information Sheet; 2) A copy of two of the project overview boards (A and D/E); 3) the Star-Spangled Banner National Historic Trail NPS Unigrid Brochure; and 4) the Star-Spangled Banner Trail War of 1812 Chesapeake Campaign Driving Map. The attendees were asked to introduce themselves and answer the following question:

1. What challenges and opportunities do you foresee associated with interpreting the Star-Spangled Banner National Historic Trail in the St. Leonard/ Calvert County, MD area?

Challenges

- Capturing the public's attention; is a lesser known war
- Messaging/ communication
- Keeping this message "alive"; especially after the Bicentennial
- Misunderstanding of the War's details, outcomes,
- Less is known of the war/ battle details in Maryland and especially in other states

- Is this significance still being taught (K-12)? Is curriculum relevant and up-to-date? Especially in Charles/ St. Mary's Counties
- Local knowledge is poor; lack of a basic knowledge of this area's history; lack of "respect" for the history
- The inability to explain the complexity of this war simply
- The ability/ success of telling this story over/ across such a large landscape and region, some with valid resources; others are "poor/ missing"
- Lack of public access to many resources
- Lack of historic integrity across these landscapes
- How to tastefully tell multiple stories at one site?
- Safe accessibility to these sites
- Correcting inaccurate signs/ info

Opportunities

- For Maryland to "own" these important historic events and reap the benefits with regards to economic development and tourism
- Star Spangled Banner is a beneficial/ positive icon, ships on the Patuxent, Fort McHenry, flotilla – these are "highly visible"/ tangible resources
- Maritime/ archaeological resources
- Field trips for school children
- Can be completely integrated in the tri-county area as one story
- Use/ utilize new technologies, program and activities to teach the story
- Need to capture this "human story"
- Capitalize on the uniqueness of the partners/ resources they provide to tell this story and appeal to different visitors
- Water trail needs to attract more visitors to experience its stories/ resources/ sites; its overall uniqueness and message; can enhance economic development (i.e. Prince George's Patuxent Park upcoming interpretive program of the War of 1812)
- Calvert Marine Museum has a number of water interpretive opportunities
- There are a number of canoe/ kayak tour opportunities in the future
- Historic St. Mary's City and Leonardtown Wharf
- Working with Captain John Smith NHT resources, partnerships, activities, internet "images", programs, etc; visual images
- Collaborating with other agencies/ departments (i.e. DNR, Chesapeake Bay, etc)
- Similar opportunities for recreation, boaters/ jet ski, etc. (i.e. GPS program with messaging); sailboats
- Old Hartford Maritime guide for water trail interpretation time
- "Landings: A Boaters Guide to the Four Rivers Heritage Area" – boaters can access history by water with info on boaters services available at www.fourriversheritage.org Annapolis office
- Docents/ training

Additional Group Comments:

- Civil War and Revolutionary War are enormous tourist draws in other states (Virginia); so, how can Maryland be as successful with the War of 1812?

Group Discussion: A Visitor Perspective

The Consultant team asked the workshop attendees the following questions:

2. While visiting the St. Leonard/ Calvert County, MD area, what should a visitor learn about the Star-Spangled Banner National Historic Trail? What significant stories, messages, or perspectives should be presented?

- Folklore of the people and the events of southern Maryland (resources: newspapers, oral history)
- Joshua Barney – his story
- The effect of the War on the local people and how they were on their own; the contrast between the national conscience then versus today – "economic warfare" (British taking labor and tobacco crops)
- The idea/ concept that neither side was victorious; our nation was so young – what if British had not retreated?
- The story of slavery

- Youthful country; immature as to our identity; we got as much of a national ethos as a national anthem; Ended the War more as the United States
- “Battles and Cannons” – appeals to students/ high school students
- Naval engagements during the war and its effects on our coastal strategy (i.e. the formation of a Navy)
- The families in southern Maryland and their life events in the War of 1812
- The events at Tangier Island; the people, etc.
- To explain early 19th century life in southern Maryland/ Calvert County, Maryland
- This story from the past shapes our nation today
- There are multiple places to learn this story
- Battle of North Point
- A greater understanding of the War of 1812 and the people and events in this area
- Had a large effect on this region
- Daily civilian life – its effects
- Understanding the history with the National Anthem
- Understanding of the War in Maryland and the role archaeology plays in that
- Role of African Americans; associated story of slavery
- Tell the story of the people who were involved and the many networks of sites, small and large
- Role of Maxwell House
- The connection between the humiliation of our capitol burning and the inspiration which followed
- Inclusion of the events in St. Mary’s, Calvert and Charles Counties and how the three counties were involved/ affected
- Explanation of St. Mary’s involvement/ role/ story of War of 1812; a focus on this region’s significance
- Role of women; more detailed stories
- Identify/ select different ways to tell these stories to a variety of audiences
- The life 100 years ago/ human story 200 years ago/ “a day in the life…”
- Fill a void at other sites about the War in southern Maryland
- The story of how different countries are both allies and opponents throughout history

Additional Group Comments:

- Need clear, consistent messaging – “How can we ‘Twitter’ the War of 1812?”

3. Where are the places (and types of places) that best teach these stories in the St. Leonard/ Calvert County, MD area?

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| Benedict/ Serenity Farm/ Indian Creek NRMA/ Maxwell Hall | ✓✓✓✓✓✓✓✓✓✓✓✓ |
| Calvert Cliffs State Park | ✓ |
| Point Lookout State Park/ Visitor Center | ✓✓✓ |
| St. Leonard Creek Water Trail | ✓ |
| Croom Road | ✓ |
| Sotterly | ✓✓✓✓ |
| Mouth of Patuxent River | ✓ |
| Jefferson Patterson Park and Museum | ✓✓✓ |
| Fenno Road – Prince George’s County – Merkle Sanctuary Visitors Center | ✓ |
| God’s Grace | ✓ |
| Chaptico/ Christ Church in St. Mary’s | ✓✓✓✓ |
| Calvert Marine Museum | ✓✓ |
| Southern Maryland Libraries | ✓ |
| College of Southern Maryland (historic sites file/ resource room) | ✓ |
| Churches and Graveyards | ✓ |
| March Route to Washington | ✓ |
| Naval Weapons Station at Indian Head | ✓ |

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|---|------|
| Leonardtown Wharf | ✓✓✓✓ |
| Cannonball House (Neck Estates – private) | ✓ |
| Bladensburg Waterfront Park | ✓ |
| Cedar Point (private) – St. Mary’s and Charles County DNR | ✓ |
| St. George’s Island/ St. Mary’s River | ✓ |
| MD 231 Bridge over Patuxent (Benedict) | ✓ |
| Port Tobacco | ✓ |
| Sheridan Point on Patuxent | ✓ |
| Old Huntingtown | ✓ |
| Battle Creek | ✓ |
| Lower Marlboro | ✓ |

✓= indicates # of responses by attendees

Additional Group Comments:

- Themed bus tours a good possibility, but there are no trained tour guides in this particular area

4. How many different types of visitors should we expect? How can these different types of visitors best learn about the stories of the Star-Spangled Banner National Historic Trail? What types of activities, programs, media, etc., can enhance visitors’ experiences at these places and reinforce visitors’ understanding of the many stories of these places?

- Organized Groups (clubs, interest groups, community organizations)
 - Motorcycle clubs – geocaching
 - National sailboat – water trail
 - Historical societies
 - Youth organizations – Boy Scouts
 - Canoe/ kayak – organized event, guided tours, annual Patuxent events
 - Bicyclists – organized race, event, competition, guided tours, annual events
- Educational Groups (including Home schoolers)
 - Wii computer game
 - Geocaching
- Virtual Visitors (Internet)
 - Facebook and social media
 - Include internet outreach/ communication
 - Distance learning/ web cams
- Trail Neighbors/ Local Residents (including Local Historical Society)
 - Lecture series
 - More information on local websites/ county website
 - More information at the libraries
 - Signage at local corners
 - Good wayside system; consistent branding and in safe locations
 - Maxwell House as a permanent site
 - Identification for Benedict/ Memorial Marker
- Special Audiences (seniors, special needs)
 - Week-long elder hostels (seniors and families)
- General Visitor/ Tourist
 - Wii computer game
 - Podcast during tour
 - Geocaching
 - “Themed” bus tours
 - Books, brochures, maps at Visitors Centers
 - Volunteer opportunities at sites
 - “Selecting your adventure/ interpretation”
 - “Standard panels” for multiple sites (consistency) – “templates”
- Cruise ships
- International Visitors
- Genealogists

- Programs/ events – “trace an artifact”
- Sportsmen
- Equestrian
- Re-enactors/ Living History
 - Annual events at sites
- Environmental/ Preservation
 - Geocaching
 - Patuxent annual events
- Large/ Motor coach tours
 - Videos/ DVDs
- Patuxent Naval Station
 - Interpretation though specific programming
 - Archaeological dig at flotilla, etc

Additional Group Comments:

- What kind of interpretive signs? One local church indicated they didn't want another sign.

Wrap Up and Next Steps:

The Consultant team asked the workshop attendees one final question, while reiterating the planning schedule (identified on the Project Overview Board *E*) and asked all attendees to stay informed in this process by visiting www.nps.gov/stsp.

5. It takes many partners to interpret the resources along the Star-Spangled Banner National Historic Trail effectively. Who else should be involved in developing and implementing the interpretive plan? (Responses provided to consultant team via post-it/ sticky notes upon attendees departure)

- Virginia 1812 Commission
- DNR
- Smallwood Foundation, Inc.
- Colonial Dames
- Calvert Marine Museum
- Library Directors
- Local Historic Society
- Genealogy Societies
- Local Museums
- School Board
- Caroline Bradford (citizen)
- Maryland National Trust
- St. Mary's County Historical Society
- St. Mary's County Tourism
- Town of Leonardtown
- Point Lookout State Park
- K-12 Educators and Schools (i.e. social science programs)
- National Society of United States Daughters of 1812 and state and local societies
- General Society of the War of 1812 (men's organization)
- Board of Education
- British Organizations
- Nelson Bolton – General Society War of 1812
- Virginia Apyar – 1st VP National U.S. Daughters of 1812
- Birders
- U.S. Navy at Patuxent River
- Daughter of 1812 Chapters
- Society of 1812 Chapters
- Nature Clubs

These minutes constitute the author's understanding of the items discussed and conclusions reached. If there are any errors or omissions, please notify this author in writing within four (4) working days of receipt.

END OF MINUTES