

## **Star-Spangled Banner National Historic Trail Advisory Council Summary of October 17, 2012 Meeting**

The Star-Spangled Banner National Historic Trail (“The Trail”) Advisory Council convened a meeting at 10:00 A.M. on October 17, 2012 at King’s Landing Park in Huntingtown, MD. In accordance with the provisions of Public Law 92-463, the meeting was open to the public from 10:00 A.M. to 4:00 P.M.

Council members present:

Michael Bojokles  
Celeste Furey  
Linda Harper  
Elizabeth Hughes  
J. Lance Mallamo  
John Maounis  
Kim Nielsen  
Bill Pencek, Chair  
Charlie Stek  
Kent Whitehead

Byway Committee members present:

Joyce Baki  
Grace Brady  
Betty Carlson-Jamison  
Jay Doyle  
Roz Racanello  
Chris Shaheen  
Cathy Thompson  
Kirsti Uunila

Others present for all, or portions of the meeting:

Acqunetta Anderson, Benjamin Harrison Society  
Kevin Barry, National Park Service, NCPE  
Suzanne Copping, National Park Service  
Pam Goddard, National Parks Conservation Association  
Mary Ann Lisanti, Lower Susquehanna Heritage Greenway  
Christine Lucero, National Park Service  
Kate Marks, National Park Service  
Brigitte Peters, Havre de Grace Tourism  
Sarah Rogers, Anacostia Trails Heritage Area  
Claudia Schechter, NPS consultant  
Bill Schechter  
Ed Stierli, National Parks Conservation Association  
Abbi Wicklein-Bayne, National Park Service

## WELCOME AND INTRODUCTIONS

Bill Pencek welcomed the Advisory Council members to the meeting. Each person in attendance introduced themselves to the group. Bill Pencek and John Maounis reviewed the agenda and objectives for the meeting. Everyone present received a folder with meeting materials.

## TRAIL UPDATE

Suzanne Copping, Abbi Wicklein-Bayne and Kate Marks presented a PowerPoint updating the members on completed trail projects and FY13 commitments.

- Planning and Public Access
  - Comprehensive Management Plan is complete. The CMP serves as a tool to provide a 20-year vision for the trail with regard to visitor experience, resource protection and a management framework.
  - Chesapeake Bay Watershed Public Access Plan is underway to describe planning and policy considerations and identify potential new public access sites to expand water access 25 percent by 2025..
  
- Signage
  - In 2012, twenty-five orientation kiosks were installed throughout Maryland.
  - In 2013, eight additional locations in Virginia and the District of Columbia will be identified for the orientation kiosks.
  - Twenty-five interpretive waysides have been installed in Southern Maryland and Prince George's County. In 2013, ninety more are scheduled for installation in MD and an additional sixteen waysides will go in DC and Alexandria, VA.
  - Maryland State Highway Administration has installed directional signage along sixty miles of the land route. . This includes the Baltimore-Washington Parkway.
  
- The Chesapeake Bay Office has developed a draft "Guide to Graphic Standards" which identifies the "branding," use of logos and other graphic guidelines to be utilized by trail partners in developing trail signage and marking.
  
- Print and Virtual Media
  - The book, *In Full Glory Reflected: Adventures along the Star-Spangled Banner Trail*, has been published. This full-color volume is part travel guide and part historical reference. Available at partner sites and from Johns Hopkins Press and other distributors.
  - A full-color, fold-out pocket guide has been published and is available at trail sites and visitor centers.
  - For FY13, a regional map guide is to be developed for the National Capital region; sure to serve as a template for future regional map guides.
  - In June 2012, the trail launched its new web site: [www.starspangledtrail.net](http://www.starspangledtrail.net).
  - The Chesapeake Bay Office has developed a mobile app that will include the trails in the Chesapeake as well as other museums, historic sites, state parks, etc. The app will be available for iPhone and Android devices and will be free to download.

- The Chesapeake Bay Interpretive Buoy System, developed by NOAA, marks the Captain John Smith Chesapeake NHT and provides real-time data on water quality, weather and historic stories relating to the Bay and the John Smith trail. There are currently 10 buoys in use in the Chesapeake Bay. There are several buoys that are located in areas that overlap with the Star-Spangled Banner trail that have incorporated War of 1812 interpretive material available by calling 1.877.BUOYBAY or by visiting [www.buoybay.noaa.gov](http://www.buoybay.noaa.gov).
- Exhibits and Interpretive Assistance
  - The trail has developed a travelling exhibit in partnership with the Baltimore National Heritage Area. To secure the exhibit for a site contact the BNHA directly.
  - The trail has developed an orientation panel and 6-minute film that can be placed at partner sites. The first is currently located inside the Fort McHenry National Monument Visitor Center; and
  - A series of interpretive assistance workshops has been developed, which offer presentations on the different perspectives of the war and interpretive techniques.
- Education and Youth
  - In partnership with Maryland Public Television and Fort McHenry NMHS, the trail developed an online resource center for teachers and students. Find it here: [www.warof1812.thinkport.org](http://www.warof1812.thinkport.org)
  - In partnership with Virginia's Center for the Constitution at Montpelier, the trail conducted a residential teacher training that provided an immersive War of 1812 experience. It is anticipated that this training will occur in FY13 as well.

The trail utilized the NPS *Teacher-Ranger-Teacher* program, using a teacher from the Crossroads School in Baltimore to help create new educational resources and to promote the trail to fellow teachers. In FY13, the trail would like to develop a teacher resource similar to one created in partnership with the Baltimore National Heritage Area: *The Defense of a Nation: Maryland's Role in the War of 1812*. This publication is available here: [http://www.nps.gov/balt/forteachers/upload/1812\\_Guide\\_1-21.pdf](http://www.nps.gov/balt/forteachers/upload/1812_Guide_1-21.pdf)

- [The trail launched](#) an online Junior Ranger program. Students ages 6-12 can download a copy of the activity booklet here: <http://starspangledtrail.net/things-to-do/junior-ranger-program>.
- The Chesapeake Youth Corps had a successful 2012 season, completing trail building, trail maintenance and site clearing projects at several locations in Virginia. We are currently identifying projects for the 2013 season.

The assembled group offered the following updates:

- Calvert County completed the Mackall Road tour route which features information on the Battle of St. Leonard Creek. It is available online at [http://calvertgis.co.cal.md.us/historytours/Mackall\\_Rd/](http://calvertgis.co.cal.md.us/historytours/Mackall_Rd/).

- The U.S. Navy has a six-panel exhibit on the War of 1812 available Trail partners. There is no charge to host the exhibit. Kim Nielsen is the contact - kim.nielsen@navy.mil
- The Maryland War of 1812 Bicentennial Commission is working on a film and an animated map.
- Benjamin Society is working with students to use GIS in DC/Bladensburg to provide information and coordinates to places and battles along the trail.
- The War of 1812 Havre de Grace group has developed a scale model of the burning/destruction of the town as the British arrived using creative lighting. This project was funded by a Chesapeake Bay Gateways Network grant.
- The new Bladensburg Visitor Center at the Bladensburg Waterfront Park is open Walking tours and water tours are available for visitors.
- St. Mary's County has installed five 1812-related interpretive panels at various sites throughout the county.
- 1812-related National-Capital region sites and organizations are creating a passport guidebook to sites that will complement the NPS-funded regional map guide.
- The ABPP-funded archeology project at Caulk's Field (outside of Chestertown) is complete.

Break for Lunch

## **TWO-YEAR ACTION PLAN**

Suzanne Copping facilitated a discussion on developing a two-year action plan for the trail, with the ultimate goal being to achieve consensus of the identification of trail priorities.

Discussion topics included:

- Developing criteria for setting priorities
- Develop a trail marketing strategy
- Develop criteria to measure success

The assembled group identified the following additional NEEDS:

- local guide training/sharing
- consistency in messaging and signage
- training for front line staff in the tourism industry
- audio tours
- coordinated marketing trail wide in MD/DC/VA
- clearly marked trail
- waysides and kiosks installed in coordinated and appropriate places.

Short Break

## **BUILDING A “FRIENDS” TRAIL PARTNER**

NPS consultant, Claudia Schecter presented a PowerPoint on the need for a trail “friends” organization and five models to consider when developing a friends group for the trail.

Existing Trail support structure:

The Advisory Council will continue until 2021 and will evolve to represent a broader scope and geographic reach.

Star-Spangled 200, Inc. is the closest to a traditional friends group but it is not multi-state/multi-jurisdictional and is focused on the bicentennial. The organization will cease at the end of the bicentennial commemoration in 2015.

A trail partner is needed for:

- Funding- NPS cannot harness the resources like partners
- Flexibility-the nonprofit status offers more flexibility
- Focus- local communities have commitments to the trail that provide communication and motivation.

A Tail partner/friends group provides: fundraising, advocacy, project and program support. The most common device to set up a friends group is a 501c3; with fundraising and marketing focus. It is important for the partner to understand the limited funding available for NPS trails.

Claudia showed five examples of existing groups, each with some elements that a potential Star-Spangled Banner NHT friends group could model themselves after.

- All are multi-jurisdictional and use a membership structure either through chapters or regional focus, and most have board members that drive the mission.

Claudia asked each member of the group to identify one thing from her presentation that they felt would assist the trail in meeting our needs. Members suggested the following:

- role of convener
- community outreach/events (successful groups do this in a non-tourism ways)
- water quality/conservation/diversity of partners
- need the ATC & their endowment
- revenue driver
- consistency and volunteers
- adopted segments
- fundraising and advocacy
- keeper of the vision/private sector/validation
- the concept of “friendraising”

- identify specific communities that are large enough to support a large community outreach effort; advocacy starts with showing the value to your local government/good relationships
- framework of goals/aspirations/big ideas
- coordinating entity but the local level is the driver
- visual symbol
- political leader
- setting standards for the training of guides, volunteers, etc.
- eyes and ears on the ground
- ownership of the locals in the trail
- what is the quality of the local level of participation-best practices
- regional sponsorship/branding.

Chair Bill Pencek and Superintendent John Maounis thanked the group for their ideas, guidance and commitment to the success of the trail.

### **PUBLIC COMMENT PERIOD**

No public comments.

Next meeting date will be determined via online survey.

Meeting adjourned: 3:30 pm