

Maryland Scenic Byways



Maryland Scenic Byways Program Planning Workshop

September 21, 2016

9:00 AM – 4:00 PM

at **Catoctin Mountain Park**

Misty Mount Lodge - 14764 Park Central Road
Thurmont, MD 21788

Join us for this important workshop about how Maryland communities can work together to develop, market, and preserve authentic place-based experiences that help build local business and economic development opportunities while preserving the region's heritage and nature-based assets. The workshop will include a morning session on new marketing tools aimed at the burgeoning tourism market and an afternoon session that looks at case studies in preserving heritage and nature-based assets so visitors will keep coming back for generations to come.

To register please go to the following link:
<https://www.eventbrite.com/e/maryland-scenic-byways-fall-workshop-tickets-26585001455>

(Space available for 100 attendees)

Lunch catered by the Carriage House Lodge

Available with advance notice or bring your own bag lunch.

To reserve a lunch please send an email to Terry Maxwell
TMaxwell@sha.state.md.us with the words "Scenic Byway
Conference Lunch" in the subject line by 9/14/2016

Lunch Options:

1. Club Croissant Sandwich with ham, turkey and bacon, lettuce, tomato and mayonnaise on a Croissant. Served with a bag of chips, pickle, small dessert, piece of fruit and a beverage
2. Veggie Wrap tossed in buttermilk ranch served with a bag of chips, pickle, small dessert, piece of fruit and a beverage

Additional information on Misty Mount.

<https://www.nps.gov/cato/planyourvisit/mistymount.htm>

<https://www.nps.gov/cato/planyourvisit/camp-misty-mount-directions.htm>

Sponsors



FALL WORKSHOP AGENDA

(See back for descriptions of presentations and speakers)

9:00-12:00 Scenic Byways and Current Tourism Trends: Your Path to Increasing Visitation and Building Business

- **9:00 - Welcome** - Terry Maxwell, Maryland Scenic Byways and Recreational Trails Program, SHA; Jim Klein, Lardner Klein Landscape Architects
- **9:10 - Introductions** - Marci Ross, Assistant Director, Maryland Office of Tourism Development & Heather Ersts, Partnership & Outreach Manager, OTD
- **9:15 - Tourism Marketing - Update on how travelers are consuming media (print, video, social, web)** - Liz Fitzsimmons, Managing Director, Division of Tourism, Film & the Arts
- **9:45 - Maryland Scenic Byways - Overview of how OTD is utilizing media in byways marketing and product development** - Marci Ross, Assistant Director, OTD
- **10:00 - Q & A**
- **10:15 - Break**
- **10:30 - Case Study: Marketing byways and driving tours to inspire visitors to stay longer and spend more** - Becky Bickerton, Director of Sales & Marketing, Visit Frederick
- **11:00 - Case Study: Building destination awareness through cohesive product development and marketing along the Harriet Tubman Underground Railroad Byway** - Amanda Fenstermaker, Director of Dorchester County Tourism & the Heart of Chesapeake Country Heritage Area
- **11:30 - The "Checklist" - Action items to effectively integrate in to tourism marketing platforms** - Heather Ersts, Partnership & Outreach Manager, Maryland Office of Tourism Development
- **11:45 - Q & A**
- **12:00 - Lunch** (Lunch information at lower left)

1:00 - 4:00 Preserving Maryland's Scenic & Historic Landscapes & Places

1:00 Thinking Regionally - Linking Conservation and Preservation Priorities to Large Scale Landscapes

- **1:00 - 1:20 Pennsylvania's Conservation Landscape** - Mike Eschenmann, Chief Community Parks and Conservation Division, DCNR
- **1:20 - 1:40 The Susquehanna Riverlands Conservation Landscape** - Lori Kieffer Yeich, Recreation & Conservation Manager for the Central PA Regional, DCNR
- **1:40 - 2:00 South Mountain Partnership** - Katie Hess, Director of the South Mountain Partnership, Appalachian Trail Conservancy

2:00 - 4:00 Thinking Locally - New Tools For Preserving Historic Sites And Special Places - Case Studies

- **2:00 - 2:25 Port Tobacco: Archaeology & Preservation Along the Religious Freedom Byway** - Cathy Thompson, Charles County Community Planning Program Manager, & Esther Doyle Read, Consulting Archaeologist, Charles County Department of Planning & Growth Management
- **2:25 - 2:50 Eastern Shore Conservation Center** - Rachel Roman, ESLC
- **2:50 - 3:15 Weather It Together: Public Engagement as an Adaptation Alternative for Cultural Resource Protection** - Lisa M. Craig, Chief of Historic Preservation, City of Annapolis
- **3:15 - 3:40 Maryland's Working Waterfronts Enhancement Program** - Kelly Collins, Chesapeake & Coastal Service, MDNR, & Nicole Carlozo, Resource Planner, MDNR



Monocacy Aqueduct fishing, paddling, Credit: C. Kurt Holter

Scenic Byways & Current Tourism Trends: Your Path to Increasing Visitation and Building Business

Maryland Office of Tourism Development coordinates with the State Highway Administration and other stakeholders on the development and marketing of Maryland's 18 Scenic Byways. Utilizing the latest in tourism marketing and product development, OTD promotes Maryland Scenic Byways as an ideal way to experience all of the natural beauty, geography, shops, culinary delights and arts venues that Maryland has to offer with the ultimate goal of getting visitors to stay longer and spend more money. During the morning session, learn about the latest travel consumer marketing trends and how you can implement them at your attraction or for your region. Also hear about tips and techniques for engaging the businesses along a scenic byway in order to create a dynamic and engaging visitor experience.

Marci Ross, Assistant Director, Maryland Office of Tourism Development; Liz Fitzsimmons, Managing Director, Division of Tourism, Film & the Arts; Becky Bickerton, Director of Sales & Marketing, Visit Frederick; Amanda Fenstermaker, Director of Dorchester County Tourism & the Heart of Chesapeake Country Heritage Area; and Heather Ersts, Partnership & Outreach Manager, Maryland Office of Tourism Development

Preserving Maryland's Scenic & Historic Landscape & Places

Thinking Regionally - Linking Conservation & Preservation Priorities to Large Scale Landscapes

Pennsylvania Conservation Landscape - The Process behind launching & implementing Pennsylvania's Conservation Landscape Program for large landscape scale conservation

Imagine.... A place where vibrant communities draw strength from their natural assets to sustain their quality of life. A place where citizens care about protecting the special qualities of a region - their region. A place where people and partners band together to envision a better economic future, tackle shared challenges and care for the natural, scenic, and recreational resources that define the place they call home.

Mike Eschenmann, Chief Community Parks and Conservation Division, DCNR

The Susquehanna Riverlands Conservation Landscape

Susquehanna Riverlands is a stretch of river between Lancaster and York Counties, including the Safe Harbor, Holtwood, York Haven dams, and the Conowingo pool. It includes the Rivertowns of Columbia, Wrightsville, and Marietta, and is the site of many nationally recognized trails and landmarks such as the Federally designated Lower Susquehanna Water Trail, the Captain John Smith Chesapeake Water Trail, Low Grade Rail Trail, North West Lancaster County Rail Trail, and the Susquehanna Heritage Area and Zimmerman Center for Heritage. The Susquehanna Riverlands has worked with Conservancies and utility companies to acquire and protect over 2,000 acres of riparian woodland along the Susquehanna River as they divest this land; partners with local tourism agencies to market the diverse attributes of the Susquehanna Riverland's recreational, cultural and environmental amenities; works with local and county officials to enhance and or create sustainable outdoor recreation opportunities through strategic public investment in their park, trail and public places; and provides capacity to river-town communities of Marietta, Columbia, and Wrightsville to assist them with obtaining public and private funds to support local, regional, state and federal resources.

Lori Kieffer Yeich, Recreation & Conservation Manager for the Central PA Regional, DCNR

South Mountain Partnership

Landscape-scale conservation has emerged within the national and international conservation community as the prevailing trend for conserving natural resources and preserving "sense of place." South Mountain Partnership is used as a model for many professionals considering a Large Landscape Conservation project. This session will present the genesis of the South Mountain Partnership, highlight successes, and communicate lessons learned. In addition, we will address the question of what landscape-scale conservation truly is and how is it practiced?

In the South Mountain region, this approach to conservation has direct impact on local quality of life, as it encourages the integration of multiple disciplines, levels of governments, non-profits, community organizations, businesses, and citizens to participate in conservation and preservation activity.

Katie Hess, Director of the South Mountain Partnership, Appalachian Trail Conservancy

Thinking Locally - New Tools For Preserving Historic Sites And Special Places - Case Studies

Port Tobacco: Archaeology along the Religious Freedom Byway

This session will focus on the ongoing planning and development of the Port Tobacco Historic District, a key amenity in Charles County's portion of the Religious Freedom Byway. Over the last decade, Charles County has worked with archaeologists, researchers, architectural historians, and community stakeholders to uncover and celebrate Port Tobacco's rich history. Hear ways that archaeologists and site planners can work together to tackle management challenges while developing engaging site interpretation.

Cathy Thompson, Charles County Community Planning Program Manager, & Esther Doyle Read, Consulting Archaeologist, Charles County Department of Planning & Growth Management

Eastern Shore Conservation Center

Eastern Shore Land Conservancy recently completed a 7.6 million dollar project that transformed a vacant historic warehouse into a charismatic green building that brings new vitality to both the neighborhood and the town. The Eastern Shore Conservation Center is a working hub for conservation and nonprofit organizations, sparking a new level of collaboration within the environmental community. The Center also serves as a community gathering place with educational programming, a café, a courtyard and meeting space.

Rachel Roman, ESLC, rroman@eslc.org

Weather It Together: Public Engagement as an Adaptation Alternative for Cultural Resource Protection

The purpose of this presentation will be to discuss the successful public engagement strategy for the City of Annapolis' Weather It Together initiative. Lessons learned and best practices in public outreach and awareness-building for the challenges associated with flooding and other natural hazards in Annapolis, can serve as a model for other heritage sites working to engage community leaders, property owners and businesses in cultural resource protection.

Lisa M. Craig, Chief of Historic Preservation, City of Annapolis

Maryland's Working Waterfronts Enhancement Program

DNR's Chesapeake and Coastal Service (CCS) recognizes that the history, culture, and identity of our coastal communities is inextricably linked to the existence of the working waterfront. In order to assist with the preservation of existing and historic working waterfronts in Maryland, DNR's Working Waterfronts Program (WWP) engages partners throughout the state to define working waterfront lands, infrastructure and activities; identify community needs; and offer technical and financial assistance to ensure public access and support for water-dependent businesses and industries. The state's newly established Working Waterfronts Enhancement Grants provide financial assistance to local governments in support of waterfront planning and program development focused on traditional uses, public access, maritime heritage, tourism and business, recreation, and natural resources conservation/restoration, and coastal hazards. This session will explore the new program opportunities for local government partnerships & grants.

Kelly Collins, Chesapeake & Coastal Service, MDNR, & Nicole Carlozo, Resource Planner, MDNR



Susquehanna Riverlands, Source: Mike Eschenmann



South Mountain, Source: Mike Eschenmann



Port Tobacco archaeology, Source: Cathy Thompson



Nature Scapes, Maryland Working Waterfronts, Source: Kelly Collins

Maryland Scenic Byways Program Planning Workshop

2016 FALL WORKSHOP

Speaker Biographies

Marci Ross

As Assistant Director for Tourism Development at the Maryland Office of Tourism Development (MOTD), Ms. Ross leads the program responsible for the management of the state's customer contact centers, the development of new regional and statewide travel products and the County Cooperative Grants Program, which annually provides matching grants to the state's 23 counties, Baltimore City and Ocean City. She represents the MOTD on the Capital Region USA Board of Directors, the Maryland Pedestrian and Bicycle Advisory Committee, the Maryland Scenic Byways Advisory Committee and the Technical Advisory Committees for the Maryland Arts & Entertainment Districts Program, Maryland Heritage Area Authority, the Maryland Department of Transportation's Transportation Enhancement Program and the Tourism Area & Corridor Sign Programs. It was under her leadership that Maryland was first in the nation to produce a statewide National Underground Railroad Network to Freedom map-guide.



Downtown Frederick Market Street, Credit: C. Kurt Holter

Heather Ersts

Currently Partnership and Outreach Manager for the Maryland Office of Tourism Development, Heather joined the Maryland Tourism team in February 2014 as part of the Maryland War of 1812 Bicentennial Commission. Before joining OTD, Heather was creating a variety of visitor experiences at museums and historic sites, including Annapolis Maritime Museum, Historic Annapolis, Maryland Historical Society, and George Washington's Mount Vernon. Heather holds a BA in History from University of Maryland, College Park, a MA in History from George Mason University, and a MA in the History of American Decorative Arts from Parson School of Design/Smithsonian Associates.



Springfield Manor Winery and Distillery, Source: Becky Bickerton

Liz Fitzsimmons

Liz has been a destination marketing professional for more than 20 years where she has effectively communicated to consumers through a variety of marketing platforms, to encourage visitation for the economic benefit of retail entities, Main Streets, and assets state-wide. Liz earned her Bachelor of Science in Radio and TV/Mass Communications from Southern Illinois University. She joined the Maryland Office of Tourism in 1999 as a Public Relations Coordinator, and in 2011 was named Maryland Tourism Person of the Year at the Maryland Travel and Tourism Summit. Liz was raised on Long Island, and lived in Austin, Texas before choosing Maryland as her home, where she and her husband raise their son. Liz has previously served as Executive Director of the Office of Tourism Development where she led a team of advertising, communications, tourism development, sales, and interactive services professionals to grow Maryland as a competitive, desirable and successful travel destination. Liz currently serves as Managing Director of the Division of Tourism, Film & the Arts.

Becky Bickerton

Becky Bickerton is the Director of Sales and Marketing at Visit Frederick. She has over ten years of experience in travel and tourism and is passionate about encouraging others to explore Frederick County. At Visit Frederick, she promotes Frederick County to various group travel markets, including leisure travelers, meetings and conferences and sports groups. Becky attends trade shows and sales missions on behalf of Visit Frederick. Becky also works collaboratively with the Executive Director and Marketing and Communications Coordinator to develop print and digital advertising content for her destination. Prior to her work at TCFC, Becky planned and guided tours all over the world for choir and performing arts groups. She graduated from Indiana University of Pennsylvania (IUP) with a degree in German and Education. She also attended the University of Maryland, College Park, and Middlebury College, Middlebury, Vermont where she took graduate classes in German linguistics. Becky and her family reside in New Market, MD and, on her days off, enjoys taking short day trips with her husband and two daughters.



Harriet Tubman Byway, Source: Heather Ersts

Amanda Fenstermaker

Amanda Fenstermaker is the Director of Dorchester County Tourism and the Heart of Chesapeake Country Heritage Area. Through her work with the county, she has been involved with several significant initiatives including the development of the Harriet Tubman State Park & Visitor Center, the National Park and the Harriet Tubman Underground Railroad Byway. Amanda is a graduate of the University of Maryland College Park with a degree in Communication. She is a native of Dorchester County, born and raised in Vienna Maryland. Amanda is passionate about her work in the tourism industry and believes that the story of Harriet Tubman provides us a unique, once in a lifetime opportunity to attract tourism to the area in a way that is sustainable



South Mountain, Source: Mike Eschenmann

Mike Eschenmann

Mike Eschenmann has a B.S. in Recreation and Parks from the Pennsylvania State University. He previously served as Director of Recreation and Parks for South Middleton Township for twenty five years before joining Pennsylvania Department of Conservation and Natural Resources (DCNR) Bureau of Recreation and Conservation in 2001. Within the Bureau he has previously managed the peer and circuit rider programs, supervised the statewide partnership section and served as DCNR's overall conservation landscape coordinator. Currently he serves as the Division Chief for Community Parks and Conservation. His division manages projects funded through DCNR's Community Conservation Partnership Grant program that help to plan, develop, and rehabilitate existing community park and recreation facilities as well as acquire land for open space, conservation and recreation. Mike also serves as DCNR's Lead of the South Mountain Conservation Landscape Initiative in Adams, Cumberland and Franklin Counties.



Susquehanna Riverlands, Source: Mike Eschenmann

Lori Kieffer Yeich

Lori Kieffer Yeich has a M.S. in Recreation & Parks from the Pennsylvania State University and a B.S. in Biology from Juniata College. She also studied African Wildlife Management abroad in Kenya. She has a wide range of professional experience including working as the Trails Coordinator for the Rails-to-Trails Conservancy, as a Recreation Director for Camp Hill Borough Recreation Commission, the Activities Director for Frey Village Nursing Home, as well as serving as a Wildlife Educator at the Hershey Zoo and the Philadelphia Zoo. In 1999, she began working as a Recreation & Parks Advisor for the Northcentral/Southcentral Region, for the Pennsylvania State Department of Conservation and Natural Resources (DCNR), Bureau of Recreation and Conservation where she currently serves as the Recreation and Conservation Manager for the Central PA Regional offices as well as DCNR's internal lead for the Susquehanna Riverlands Conservation Landscape located in Lancaster and York Counties. Lori resides in Middletown, Pennsylvania with husband Brian and two sons, Andrew and Noah and her daughter Olivia.



Susquehanna Riverlands, Source: Mike Eschenmann

Katie Hess

Katie Hess has a degree in landscape/regional design and planning from Pennsylvania State University (Master of Landscape Architecture, 2012) and graduated from Hood College (BA in Environmental Science and Policy, 2006). She currently serves as the Director of the South Mountain Partnership in partnership with Pennsylvania Department of Conservation and Natural Resources and the Appalachian Trail Conservancy. Prior to joining the Partnership Katie worked for the Pennsylvania Bureau for Historic Preservation, the state agency that works to conserve Pennsylvania's historic and cultural resources. Katie is a native of the South Mountain landscape, having grown up in Franklin and Adams County – where she learned how important a factor the land can be in shaping our quality of life and identity. Her experiences have led her to be an advocate for conserving resources, preserving 'sense of place,' and community self-determination, and her work focuses on collaborating with others to create culturally, environmentally, and economically sustainable solutions to community challenges.



Historic Building, Port Tobacco, Source: Cathy Thompson

Cathy Thompson

Charles County's Community Planning Program Manager Cathy Thompson has worked with the Department of Planning and Growth Management for 16 years, and has completed numerous projects to document, preserve, and celebrate Charles County's rich heritage.

Thompson has worked closely with community and stakeholder groups to development and implement revitalization plans for key historic villages including Benedict, Port Tobacco, and Hughesville. She oversees the documentation and rehabilitation of county-owned historic properties including Rich Hill Farmhouse in Bel Alton, MD and the Stagg Hall in the Port Tobacco Historic District. She was instrumental in the creation of the Charles County Historic Preservation Commission and is finalizing a book entitled, Charles County's Historic Buildings and Landscapes.

She received Preservation Maryland's 2016 Gearhart Professional Service Award for her leading efforts in preserving and enhancing Charles County's history. The award is presented to an individual who has demonstrated extraordinary leadership, knowledge, and creativity while working to protect and preserve Maryland's historic buildings, neighborhoods, landscapes, and archeological sites.



Cunningham Falls State Park, Source: Thurmont, MD

Esther Doyle Read

Esther Doyle Read is a Consulting Archaeologist working with the Charles County Department of Planning and Growth Management, she is also an Adjunct Professor of Archaeology at UMBC. Ms Read graduated from the University of Maryland, College Park with a Master of Applied Anthropology, and before that from Southern Illinois University at Carbondale with a BA in Anthropology. She has worked in Maryland for over 35 years. Her work during that time has focused on engaging the public in archaeology, historic preservation, and material cultural studies through public archaeology programs that include public excavation and lab days, public lectures, and teaching.

Rachel Roman

Rachel Roman is the Policy and Program Assistant with Eastern Shore Land Conservancy (ESLC), a nonprofit organization located on Maryland's Eastern Shore committed to preserving and sustaining the vibrant communities of the Eastern Shore and the lands and waters that connect them. A native of the Eastern Shore, she earned a B.A in Anthropology from the University of Maryland, College Park. Rachel came to ESLC in the winter of 2014 as an intern and has since joined the staff full time. Her previous work includes an internship with The Nature Conservancy at their world office. She has the unique roll of working with both ESLC's policy efforts and Center for Towns Programs- monitoring and testifying on local, state, and federal issues while also facilitating community and stakeholder outreach for infill and redevelopment projects in towns across the Eastern Shore.



River Trail White Water Rafting, Source: www.visithagerstown.com

Lisa M. Craig

With 25 years experience in historic preservation, Ms. Craig promotes historic places as economic, sustainable, dynamic and creative community assets with a goal of collaborating with public and private partners to make historic communities the preferred place to live, work and visit.

As Chief of Historic Preservation for the City of Annapolis, Ms. Craig is principle liaison between the City and property owners for all development projects in historic areas. She manages research, design review, commission training, public policy, community engagement, fund development, and educational programming for the Historic Preservation Division. Current projects include spearheading the "Weather It Together" initiative which includes 28 partner organizations in the development of a Cultural Resource Hazard Mitigation Plan for the City of Annapolis. This program has received awards and recognition from state and national organizations as a national model for resiliency planning.

Previous to her work in Annapolis, Ms. Craig worked as a project executive with Forest City Military Communities; served as the State Historic Preservation Officer for the District of Columbia; joined the National Trust for Historic Preservation as the head of the Southern Field Office and then as Director of Preservation Partnerships; and was Executive Director for the Historic Preservation League of Oregon.

Nationally, she serves on the board of the National Alliance of Preservation Commissions and is an NAPC CAMP trainer.

Kelly Collins

Kelly Collins has worked with the Maryland Department of Natural Resources (MDNR) since 2006, engaged in natural resource planning with a focus on coastal planning and land conservation. Prior to her work at MDNR, Kelly lived in the Federated States of Micronesia, working as a natural resource management specialist with the Peace Corps. Kelly was born and raised in Maryland, earning her B.S. in Environmental Science and Policy from the University of Maryland and M.S. in Energy Policy and Climate from Johns Hopkins University.

Nicole Carlozo

Nicole Carlozo is a Natural Resources Planner at the Maryland Department of Natural Resources, where she integrates climate change data and other technical and spatial information into the state's restoration, conservation, and waterfront enhancement activities. Nicole also provides technical assistance to local partners interested in addressing coastal adaptation and community resiliency. Previously, she served as Maryland's 2012-2014 NOAA Coastal Management Fellow. Nicole earned a Masters Degree in Coastal Environmental Management and a Certificate of Geospatial Analysis from Duke University, and a B.A. in Biology & English from St. Mary's College of Maryland.



Maryland Scenic Byways/ Recreational Trails Program

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Photos on front: (from left to right) Port Tobacco, (Credit: Cathy Thompson); Blackwater National Wildlife Refuge; Shoppers in Berlin (Credit: Natalee DeHart); ESCC, (Credit: David Ferraris); Quick Draw Crowd 'Plein Air Easton' (Credit: Avalon Foundation, Inc.); South Mountain (Credit: Mike Eschenmann); Bicyclists in Dorchester County (Source: Dorchester County Tourism)