

Alliance of National Heritage Areas (ANHA)

Board Meeting

October 13, 2011; 9:00 a.m. ET

Minutes

Meeting held at Mauch Chunk Ballroom in Jim Thorpe, PA



www.nationalheritageareas.com

Attending: Michelle McCollum (Chair of ANHA); C. Allen Sachse (Vice-Chair); Marilyn Black (Secretary) , and Board members Augie Carlino, Angie Chandler, Charles Flynn, Jeremy Morris, Dan Rice, Dayton Sherrouse, Don Short, Tina Shumate, Natalie Gelb, and Kurt Zwinkl; therefore, quorum of ANHA Board present. Also present were alternates Jill Jones (Blue Ridge NHA), Devon Harris (South Carolina NHC), Elissa Goodfalo (Delaware & Lehigh NHA), Jean Mackay (Erie Canalway NHA), Bill Steelman (Essex NHA), and Melissa Mann (Oil Region NHA). NPS personnel in attendance were Martha Raymond and Peter Samuel. Associate members Denman Zirkle (Shenandoah Valley National Battlefield), Cate Maginnis Wyatt and Beth Erickson (Journey Through Hallowed Ground), Cate Litvack (Crossroads of the American Revolution NHA), Dan Gooch (Great Basin NHA), Bill Howland (Champlain Valley NHA), and Debbie Conway (Niagara Falls NHA) were present. Judy Sizemore (Muscle Shoals NHA) also attended; her dues are enroute. Absent Board members were Christie Bailey, Annie Harris, Beth Sciumeca, and Cynthia Sutton. Personnel from The Palladian Group (Angel Cox, Karen Floyd, and Will Rothschild) and Chip Felkel with the RAP Index also attended the first portion of the meeting.

Welcome: John Duery, owner of the Mauch Chunk Cultural Center, The Inn at Jim Thorpe, and The Grille, welcomed all to Jim Thorpe. Chair Michelle McCollum welcomed all attendees. Mrs. McCollum also expressed appreciation to Mr. Sachse and his team from the Delaware & Lehigh NHA who hosted this meeting and the related field trip. Self-introductions went round the room. Mr. Sherrouse (whose Augusta NHA hosted the immediate prior ANHA Board meeting) presented Mr. Sachse with congratulatory gifts on being the current host NHA.

Agenda: It was moved by Mr. Flynn, seconded by Mr. Sherrouse, and motion carried to approve today's agenda as prepared and circulated in advance.

Minutes: It was moved by Mr. Rice, seconded by Ms. Chandler, and motion carried to approve the minutes of the April 28, 2011 ANHA Board meeting as prepared and provided in advance. The minutes of the May, June, July, August, and September Executive Committee meetings via conference calls were provided as informational items. Remember, Executive Committee conference calls are open to all ANHA members; they are held on the morning of the 4th Friday of each month, at 10:30 ET (except months when full Board meetings are conducted).

Finance Committee: The financial reports for ANHA and HDP through September 30, 2011 as prepared by ANHA's bookkeeper, Doug Hartman, had been furnished in advance to Board members. Dues payments have been coming in smoothly. It was moved by Mr. Flynn, seconded by Mr. Rice, and motion carried to approve the September 30, 2011 financial reports as prepared. Mrs. Black distributed the 2010 Consolidated Financial Statements and Information for ANHA and HDP, as prepared by Maher Duessel, CPAs; the 990 EZ's have been filed for both entities for 2010.

Marketing Presentation: Mrs. McCollum introduced Karen Floyd, President of The Palladian Group, a firm under contract with ANHA to design, produce, and distribute informational materials. Ms. Floyd in turn introduced her project team, presented a PowerPoint including the results of the survey which 26 of the 49 NHAs responded to this autumn, presented draft marketing materials, and lead a discussion on narrowing in on the message(s) which ANHA desires to reinforce to Congress, the federal administration, the National Park Service, other leaders and decision makers, and the public at large. The survey indicated that ANHA does not desire a general public awareness campaign, but rather that the most critical audience now is Congress. Draft

marketing messages which are location-based, economic-based, and emotional were listed in the PowerPoint; today's attendees then prioritized the phrases, resulting in highest preferences for "Conserving Our Heritage Pays" and "So this nation shall not perish from the earth – quotation of Abraham Lincoln in the Gettysburg Address." The sample illustrated versions of fact sheets were shown; electronic versions of those will be issued to attendees. The Palladian Group will next refine the text/visuals, and test on a few legislators, run by ANHA's Marketing Committee and Executive Committee, and then produce for use by ANHA members when in Washington, DC for the ANHA Annual Meeting. The Marketing Committee presently includes Michelle McCollum, Cate Maginnis Wyatt, Allen Sachse, Monte Bonta, Cynthia Sutton, and Judy Billings.

Mr. Hollis (Chip) Felkel, President of The RAP Index, next presented a PowerPoint about his product and services. The RAP (Relationships, Advocability, and Political Capital) Index is a data base of 28,000+ USA elected officials with software that uncovers who knows who, how well, and the degree of comfort in utilizing those interpersonal connections. Ms. Floyd recommended using the RAP Index for the ANHA spring communications toward Congress. The costs for the RAP Index are as follows: For ANHA, a \$7,500 set-up fee to include state and federal legislators, plus \$10,000 additional fee if also desire set-up for county level elected officials; then monthly access fee based on the number of respondents, with \$250/month for zero to 500 respondents at the low end and up to a maximum of \$1,250/month if more than 10,000 respondents. Following this presentation, all representatives of The Palladian Group and the RAP Index were excused from the meeting.

After discussion, it was moved by Ms. Gelb, seconded by Mr. Flynn, and motion carried for ANHA to purchase the RAP Index services for the federal and state level for \$7,500 set-up plus the monthly access fees as per standard RAP rates, and allowing the individual NHAs to opt out or place other limitations on data collection within their respective territories; abstaining from this vote were Bill Howland and Marilyn Black. Each ANHA member will be provided with a unique password to access the resulting information for their area. Any additional questions regarding the RAP Index should be channeled to Mrs. McCollum by October 21.

The Augie Award: Mr. Carlino described the tradition of the Augie Award established in 1997 (it is earned by doing something very stupid in the presence of other ANHA members) and presented appropriate commemorative items to Allen Sachse and Elissa Goodfalo. The meeting then recessed for lunch; the meeting reconvened at 1:15 p.m.

Membership Committee: Chair Cate Litvack indicated that 42 of the 49 NHAs are members of the ANHA for 2011; and the enrollment of Muscle Shoals is enroute, which will mean 43 members. This is the highest participation rate for ANHA in quite some time.

Advocacy Committee: Chair Augie Carlino reported that the House Committee concurred with the administration recommendation of \$8.993 million as the FY 2012 appropriation for the National Heritage Areas program within the National Park Service budget of the Department of the Interior. On the House floor vote in July, the amendment to remain at FY 2011 funding for NHAs had 188 yes votes but that was not sufficient. That amendment would have maintained level funding by concurrently reducing the NPS Discretionary funding which some legislators found they could not support. Note: On October 14, the Senate Committee on Appropriations released their FY 2012 Interior Appropriations Bill, which restored the NHA funding back to FY 2011 levels at \$17.401 million. The Congressional Heritage Caucus continues to grow, but more members are still needed; please encourage your legislators to join and participate in the Caucus.

Program legislation to establish uniform procedures, etc. for National Heritage Areas has been drafted and revised somewhat by the Caucus Chairs and NPS; it's presently at Legislative Counsel for language checks. When Mr. Carlino receives the bill, it will be circulated to ANHA members. The House Resources Committee is likely to receive the bill, but the hearing schedule is unknown. Apparently the draft bill proposes base funding of each NHA at \$250,000 annually.

The North East Region NPS NHA Strategic Plan is still in draft; the October 11 workshop was devoted to this topic and its refinement. Much of the attention concentrated on the pending September 30, 2012 sunset dates for numerous NHAs. Blackstone is pursuing become a new National Park Service unit park. Because a dozen of the 49s are scheduled to sunset on or very near September 30, 2012, many feel that ANHA should support time extensions for the Congressionally-required evaluations on those entities to occur.

Mr. Carlino moved, Mr. Sherrouse seconded, and discussion was held on a motion to endorse time extensions for the respective NHAs, while not increasing their legislatively-established total federal funding monetary caps, but rather distributing NPS NHA funding via a funding formula. After much discussion, a roll call vote was conducted, resulting in 13 yes, thus unanimous support for this motion. Then Mr. Carlino moved, Mr. Rice seconded, and more discussion ensued on a motion that ANHA supports the concept of increasing the base funding for those at \$150,000 per year to a level that is adequate to meet the needs of their entity while also conducting management planning. Due to concerns about ambiguous wording, Mr. Carlino and Mr. Rice withdrew that motion. Finally, Mr. Carlino moved, Mr. Rice seconded, and a roll call vote resulted in 13 YES, unanimous that “the base funding for each designated NHA should be a minimum of \$500,000 per fiscal year.”

ANHA Annual Meeting: The ANHA Annual Membership/Board Meeting will be held on Monday, January 30, 2012 with meetings and lodging at Georgetowne Suites in Washington, DC. Ms. Wyatt encouraged reinstatement of an evening reception for Congress and their staff. Mrs. McCollum asked Mr. Carlino to work up a budget and logistics for such a reception. NPS Director Jarvis will be invited to the ANHA business meeting.

NPS Report: Martha Raymond reported on follow through from the October 11 workshop conducted by the North East Region. A message received today indicated that Mike Caldwell has asked Maryanne Gervakas to revise the October 6 draft Strategic Plan and provide the next draft to Stephanie Toothman. For FY 2012, due to the present continuing resolution, task agreement budgets for individual NHAs are at 1.503% less than their respective FY 2011 amounts. The President won't release a FY 2013 budget proposal until after the Super Committee report is received. NPS's National Leadership Council now has a Budget Committee (which includes Stephanie Toothman, Bruce Shaffer, and others) plus an Executive Committee. Champlain Valley NHA was the only entity whose Management Action Plan was newly approved during FY 2011. A set of 3 webinars were conducted recently to begin focusing attention on NHA funding formula; there must be some sort of performance element in the formula; the next step will be identifying a Working Group to concentrate on drafting a funding formula appropriate for implementation in FY 2013. She listed entities which are seeking new designations as NHAs or seeking feasibility study funding toward such designations. WESTAT will conduct via contract with NPS the next 6 evaluations concurrently within 10 months; Stephanie Toothman used \$533,000 of FY 2011 year-end discretionary funding to pay for this contract. Ms. Raymond will re-issue instructions on accessing the NPS NHA Google site. Two of the 3 webinars on Sustainability Training have been held to date; the next is scheduled for November 9, regarding Fund-Raising. Katie Durcan is writing a chapter about NHAs for the New NPS Superintendent's Handbook; attendees requested copies as they become available. Also being written is a NHA chapter in the NPS Policy Manual. Each NHA is encouraged to fill out and return the “Call to Action” matrix as requested by Stephanie Toothman; kindly route to Ms. Raymond by the end of October. See Heather for latest on NEPA's categorical exclusions available for some new NHA Management Plans. “America's Great Outdoors” is the Secretary's expression of priorities. Ms. Shumate encouraged NPS to immediately champion use of part of the BP Deep Horizon restitution funds (of which 35% are going to federal agencies) for use by NHAs for cultural restoration and preservation activities; individual NHAs can't request it directly, only federal agencies can navigate for these NERDA dollars.

Bylaw Amendments: Mrs. McCollum summarized the Article IV and Article VII amendment pair to insert a total of two At-Large Director seats elected from among the Associate Member National Heritage Areas that are in good standing and have paid the associate dues to the corporation. Mr. Zwinkl moved, Mr. Flynn seconded, and motion carried to adopt this pair of Bylaw Amendments as proposed.

Nominating Committee: Mrs. McCollum will appoint a Nominating Committee to prepare a slate of Directors for the elections to be held on January 30, 2012. A new At-Large seat will be filed at that time. In addition, the following current Board Directors' terms expire then, too: Mr. Sherrouse, Ms. Chandler, Mrs. Sutton, Mr. Sachse, Mr. Zwikl, Mr. Short, Mrs. McCollum, Mr. Flynn, Ms. Schumate, Ms. Bailey, and Mrs. Harris.

2012 Board Meeting Schedule: Journey Through Hallowed Group will host the April, 2012 Board meeting and Champlain Valley NHA will host the October, 2012 Board meeting; exact sites and dates to be announced.

Next Board Meeting: January 30, 2012 at Georgetowne Suites in Washington, DC. A detailed agenda and announcement will be furnished well in advance.

Adjournment: Mr. Rice moved, Ms. Chandler seconded, and motion carried to adjourn today's business meeting; 3:48 p.m. adjournment.

Respectfully submitted,
Marilyn Black, Secretary, ANHA

Minutes prepared October 30, 2011

N Drive; Alliance of National Heritage Areas; Minutes; ANHA Board; 10-13-11 in Jim Thorpe, PA