



Maryland War of 1812 Bicentennial Commission Meeting
Miller Senate Office Building, Annapolis, Maryland
December 15, 2010
1:00pm to 3:00pm

Meeting Minutes

Welcome and introductions

Commissioners in attendance: Raymond "Chip" Mason, Eloise Foster, John Griffin, Richard Hall, Dominick Murray (for Christian Johansson), Thomas V. Mike Miller, Scott Plank, Sen. Paul Sarbanes, Albert Small, and Beverley Swaim-Staley.

Also in attendance: Governor Martin O'Malley, Kathi Ash, Marty Baker, Michael Bayer, Jeff Buchheit, Hannah Byron, Suzanne Copping, Jay Doyle, Ralph Eshelman, Mary Margaret Revell Goodwin, Colleen Lamont, Jon Laria, Aaron Marcavitch, Kate Marks, Bill Pencek, Roz Racanello, Kristin Saunders, Fran Taylor, Amanda Rogers Thorpe, Bob Treseler, and Gay Vietzke.

Review and approval of minutes of June 23, 2010 Meeting

A motion to approve the minutes of June 23, 2010 meeting was moved and passed.

Reports

Bill Pencek provided an overview of the recommendations and accomplishments to date.

- **Development and Sponsor Relations**

- Star-Spangled Banner Commemorative Coin

- The Star-Spangled Banner Commemorative Coin Act H.R. 2097, authorizing a commemorative coin that may provide up to \$8.5 million to the Maryland War of 1812 Bicentennial Commission (Commission), was signed into law by President Obama on Aug. 16, 2010. In 2011, Commission staff will be working with the U.S. Mint on the design for the coins.

- Establishment of Bicentennial 501 c (3)

- Star-Spangled 200, Inc (SS200) is the Commission's companion 501c (3) non-profit partner and will lead the fundraising efforts for bicentennial projects. Don Fry, Greg Barnhill, and James Bond are serving as directors. Ballard Spahr assisted in preparing the organizational documents and securing non-profit status with the Internal Revenue Service (IRS). Articles of Incorporation were filed with State on Sept. 10, 2010 and the IRS determination letter was received on Nov. 16, 2010.

- Sponsorship and Fundraising Strategy

- Treseler Marketing and Business Development has been hired by SS200 as fundraising strategist. The first meeting for the Development and Sponsor Relations Advisory Committee is set for Jan.27, 2011. The Commission is planning to announce that a large fundraising challenge has been met at the grand opening event of the new Fort McHenry Visitor Center on March 3, 2011.

- **Resource Stewardship and Visitor Experience**

- Interpretive Plan

- The interpretive plan for the Star-Spangled Banner National Historic Trail (SSBNHT) will outline the interpretive themes that will be used to tell the story of the War of 1812 in the Chesapeake region. The plan will serve as the guide to make the trail relevant to visitors and Maryland citizens. The final plan will be completed in Jan.2011.



Maryland War of 1812 Bicentennial Commission Meeting
Miller Senate Office Building, Annapolis, Maryland
December 15, 2010
1:00pm to 3:00pm

Water Trail Plan

Using funds provided by Office of Tourism Development (OTD) and the Chesapeake Bay Gateways Network, the Commission has prepared a water trail plan to serve as the blueprint for priority opportunities for investment in stewardship, accessibility and interpretation along the water trail portions of the SSBNHT. The final plan has been completed by consultant, Environmental Resources Management.

Trail/Byway Plan

Using funds provided by the National Park Service (NPS) and the Federal Highway Administration Scenic Byway Program, a comprehensive management plan is being prepared to serve as the blueprint for prioritizing investment along the SSBNHT and Star-Spangled Byway (Byway). The NPS hired WRT/Lardner Klein as the lead consultant. The final plan is expected to be completed by June 2012.

Signage Plan

The signage plan will serve as the blueprint for the installation and sustainability of 150-plus interpretive waysides in Maryland along the SSBNHT and Byway. The NPS hired Hunt Design as the lead consultant. The plan is expected to be completed by May 2011.

- **Education and Curriculum**

- K-12

- *Integrate the War of 1812 into K-12 curriculum*

- The Baltimore National Heritage Area (BNHA) is creating a Teacher Resource Guide and it is expected to be finished early 2011. With support from the Funding from the NPS and the Maryland Humanities Council, a teacher training workshop on new War of 1812 lesson plans was held in Bladensburg in Oct. 2010. In Jan. 2011, several members of the Education committee will meet with Mary Cary of the Maryland State Department of Education.

- *Virtual portal for educational resources*

- Fort McHenry National Monument and Historic Shrine, MPT, and Living Classrooms Foundation are collaborating to create a War of 1812 education resource portal through MPT's Thinkport website. Funding has been secured for the project and it is expected to go live by the end of 2011.

Higher Education

The Commission is working with the Maryland Higher Education Commission to increase the number of War of 1812 related courses offered in colleges and universities and to incentivize course offerings related to War of 1812. An initial inventory of higher education 1812 resources was conducted in the summer of 2010.

Collections and Archives

The Maryland State Archives (MSA) is working with American Heritage Sites to create a virtual research portal of Maryland War of 1812 collections and archives. Project design is currently undergoing refinement with MSA.



Maryland War of 1812 Bicentennial Commission Meeting
Miller Senate Office Building, Annapolis, Maryland
December 15, 2010
1:00pm to 3:00pm

- **Programs and Events**

- Workshop Series

- Working with local partners, the Commission presented six daylong workshops to strengthen partners statewide. Workshops were held in Southern MD, Prince George's County, Head of the Bay, Upper Eastern Shore, North Point, and Baltimore City. The final workshop, in Baltimore City, had nearly 100 registrants and Major Stephanie Rawlings-Blake participated during the morning session. More than 400 participants total attended the six workshops.

- Partner with Local Groups

- Commission staff has developed partnerships with local umbrella organizations at the county and regional level. Updates include:

- *Baltimore City* - BNHA's plan for the commemoration will be completed by March 2011. Visitor experience assessments have been prepared for the Fells Point Visitor Center, Star-Spangled Banner Flag House, Maryland Historical Society and Patterson Park. The traveling exhibit is expected to be completed by spring 2011.
 - *Baltimore County* – The County's War of 1812 Advisory Committee prepared a report of recent activities and sent it to outgoing County Executive Jim Smith to share with his successor, Kevin Kamenetz.
 - *Eastern Shore* (Caroline, Dorchester, Kent, Queen Anne's, and Talbot counties)– War of 1812 stakeholders are planning two concurrent half-marathons for Aug. 2013 to mirror the 1813 British attack on Queenstown. The runners can choose the British route that starts on Kent Island, or the American route that begins in Centreville. More than 5,000 runners are expected.
 - *Prince George's County* - A task force, led by the Anacostia Trails Heritage Area, has been created in Bladensburg to plan for the bicentennial. Members include heritage experts and staff from local and county government, Maryland-National Capital Park and Planning Commission and area historic sites. The group's website, www.battleofbladensburg1812.com, launched in Dec. 2010.
 - *Southern Maryland* (Calvert, Charles, and St. Mary's counties) - War of 1812 stakeholders are planning several events and programs, including a 1812 map and guide funded through the Maryland Heritage Areas Authority and a bicentennial speaker series.
 - *Upper Bay* (Cecil and Harford counties) – A bicentennial planning group has held several meetings to discuss short- and long-term goals, including the development of a website.

- Calendar of Events

- An updated five -year calendar of events was presented. The next major event will be the opening of Fort McHenry National Monument and Historic Shrine's Visitor Center on March 3, 2011. A statewide calendar of events is featured on www.starspangled200.org and it will be updated throughout the commemoration.



Maryland War of 1812 Bicentennial Commission Meeting
Miller Senate Office Building, Annapolis, Maryland
December 15, 2010
1:00pm to 3:00pm

June 2012 National Bicentennial Launch

Collaboration with the U.S. Navy, Operation Sail (OpSail), Sail Baltimore, City of Baltimore and other partners has begun for the June 2012 maritime event in Baltimore Harbor. This event will be the national War of 1812 bicentennial kickoff. Sail Baltimore was contracted to assist with the planning efforts and have produced a report. The City of Baltimore will be assuming the lead role for the planning. A prospectus on a *Pride of Baltimore II* sail to deliver a proclamation of peace to England in time for the 2012 Olympics has been proposed to the Navy.

Annapolis Conference

A draft prospectus for a spring 2013 international conference in Annapolis has been submitted to the U.S. Navy. Potential partners for this conference include the U.S. Navy, U.S. State Dept, City of Annapolis, and the U.S. Naval Academy Museum.

- **Transportation and Capital Infrastructure**

North Point Development Plan

The Commission, NPS, Baltimore County government, Department of Natural Resources, and local community groups are working together to coordinate the development of more than a dozen projects on the North Point peninsula, including a Heritage Greenway Trail. In fall 2011, NPS began the development of a concept plan for the North Point segment.

Bladensburg Green Street

The Town of Bladensburg is pursuing funding to complete and implement a Green Street Plan for Bladensburg Road, which overlaps with the route taken by British troops during the Battle of Bladensburg. A design charette, held in Oct. 2010, drew over 80 attendees and kicked-off the planning for the project.

Inner Harbor Dredging; Circulator

In an August 12, 2010 letter to Maryland Department of Transportation Secretary Beverley Swaim-Staley, Baltimore City Mayor Stephanie Rawlings-Blake requested funds for a Circulator route to Fort McHenry in anticipation of the bicentennial. Also included was a request for consideration for Inner Harbor dredging for commemoration events.

Public Art

With money from the Scenic Byways grant, the Maryland Commission on Public Art is coordinating efforts for a large-scale public art installation at the Francis Scott Key Bridge (I-695). A New Public Art program administrator will begin on Dec. 15, 2010 and solicitation of artists' qualifications will take place in early 2011.

- **Communications and Marketing**

Key Notes

In July 2010, the Commission created *Key Notes*, a monthly e-newsletter that features updates from the Commission as well as information about 1812-related groups and stakeholders around the state. Each issue contains links to upcoming events, grant deadlines and recent news. More than 3,500 people subscribe.



Maryland War of 1812 Bicentennial Commission Meeting
Miller Senate Office Building, Annapolis, Maryland
December 15, 2010
1:00pm to 3:00pm

License Plate

The Maryland Motor Vehicle Administration launched a new Star-Spangled themed standard issue license plate on June 14, 2010. As of Nov. 30, 2010, 285,471 standard issue 1812 plates and 3,820 personalized 1812 plates have been issued.

Film

Maryland Public Television is creating a 60-minute travelogue for the Star-Spangled Banner National Historic Trail and Byway. The project is funded through the Scenic Byway Grant. A “sizzle” reel is in production and is expected to be completed by April 2011.

Book

Byway funds will be used for the publication of a 100-150 page paperback map and guide to the Byway. The Commission is working with the guide’s authors, Dr. Ralph Eshelman and Dr. Burton Kummerow, and partners, the NPS, MHT Press, Johns Hopkins University Press, and the Maryland Historical Society Press. A contract with MHT Press has been executed and the writing and 50 original artist renderings are in production.

Traveling Exhibit

The Baltimore National Heritage Area is creating a Chesapeake War of 1812 traveling exhibit for Maryland and the mid-Atlantic region. Grants from the Maryland Heritage Area Authority and the NPS are funding the project. The exhibit is in fabrication and a rough cut of the accompanying five-minute film is complete.

Other Communications and Marketing Highlights

- An Oct. 2010 article published by *The Baltimore Sun* showed that Marylanders have a positive feeling toward star-spangled plate design. The Commission’s plans and projects also received “kudos” in the O’Dwyers blog.
- Gay Vietzke is leading NPS’ national War of 1812 bicentennial commemoration.
- MPT and WBAL are planning the promotion of the tall ships coming to Baltimore harbor for the national kick-off in June 2012.

● **Operations and Management**

Annual Report

As required under Executive Order 01.01.2010.02, an annual report for the Commission was submitted to the General Assembly on November 1, 2010. This first report refers to major activities and accomplishments, such as the new 1812-themed license plate and President Obama's signing of the Star-Spangled Banner Commemorative Coin Act in law.

FY 2011 Plan

The FY 2011 Plan for the Commission is to maintain core staff (Bill Pencek, Kate Marks and Kathi Ash) and supplement with expert consultants and contractors. Sail Baltimore was hired for planning the June 2012 event and is working on a report of their study. A consultant, Bob Treseler, has been hired to develop the corporate sponsorship plan. Any new hires are subject to the success of fundraising activities.



Maryland War of 1812 Bicentennial Commission Meeting
Miller Senate Office Building, Annapolis, Maryland
December 15, 2010
1:00pm to 3:00pm

Unsolicited Proposals

The Commission has received unsolicited proposals for several projects, including a school-based education film project from AFI and an IMAX 3D film. Several factors will determine Commission's investment into the projects, most importantly the success of fundraising activities.

Actions

• **Proposed Bylaw Amendments**

Two proposed amendments to the Bylaws were presented.

1. Correction of the Preamble to reflect that the original Executive Order 01.01.2007.17 was rescinded and replaced by Executive Order 01.01.2010.02.

A motion to accept the correction was moved and passed.

2. Improve business operations of the Commission by adding the following to Article II, Executive Director, Section 3:

j. To sign contracts and other agreements on behalf of the Commission, in furtherance of the Commission's mission and goals, and report back to the Commission concerning such contracts and agreements.

k. To perform any other duties that may be directed by the Commission in carrying out the purposes of Executive Order 01.01.2010.02.

A motion to accept the additions to Article II, Executive Director, Section 3 was moved and passed.

• **Affiliation Agreement with Star-Spangled 200, Inc.**

Presented was an affiliation agreement with SS200 to support the fulfillment of the Commission's mission. The document had been reviewed by the Commission's legal counsel and an attorney for the U.S. Mint. The development of an agreement such as this is provided for in the Commission's Executive Order. A motion to approve the affiliation agreement was moved and passed.

Also discussed was the Maryland 9/11 Memorial Advisory Committee project to install a memorial to Marylanders lost during the September 2001 attacks. The new installation will be unveiled on the 10th anniversary of 9/11. A proposal to allow SS200 to act as the non-profit pass through for the project's fundraising efforts was discussed. Separate bank accounts will be established at M&T Bank to receive 9/11 memorial donations and the 1812 activity funds. No conflict was seen. The project is consistent with the goals and mission of the Commission. A motion to approve the project as consistent with the goals and mission of the Commission was moved and passed.



Maryland War of 1812 Bicentennial Commission Meeting
Miller Senate Office Building, Annapolis, Maryland
December 15, 2010
1:00pm to 3:00pm

- **Agreement with F.W. Haxel Company**

The Commission has been approached by Maryland small business F.W. Haxel Company and the American Flag Foundation to make reasonably-priced replicas of the 15-star, 15-stripe Star-Spangled Banner available to households statewide. The price point for the flags is estimated to be \$15 and Haxel will coordinate the fabrication, storage, and fulfillment of orders. Proceeds will go to three nonprofits: The American Flag Foundation, Friends of Fort McHenry and The Star-Spangled Banner Flag House. Downtown Partnership of Baltimore and the Maryland War of 1812 Bicentennial Commission will assist in marketing the flag project.

An agreement outlining this project and responsibilities was presented to the Commission for approval. It was suggested that this agreement not be exclusive and allow the Commission to enter into a similar agreement with other organizations should the opportunity arise. A motion was moved and passed to approve a non-exclusive agreement.

Other Business

SS200 received its first donation - \$25,000 from Commission Chair Chip Mason. The group applauded Mr. Mason's generosity.

The meeting was adjourned at 3:10pm.