

**ERIE CANALWAY NATIONAL HERITAGE CORRIDOR  
COMMISSION MEETING**

**January 31, 2008  
Erie Canal Museum  
Syracuse, NY**

**MINUTES**

**Call to Order**

Commission Chairman Eric Mower called the meeting to order at 10:00 a.m.

**Welcoming Remarks**

Diana Goodstight, Executive Director of the Erie Canal Museum, welcomed the Commission to the museum and expressed gratitude for the Commission's ongoing support of the museum. She addressed some of the challenges of operating a heritage museum, keeping it relevant to encourage return visits. She discussed the recent building acquisition down the street and the plans to renovate it as an education center as an example. She also thanked the Erie Canalway staff for their assistance in securing the grants for the purchase, renovation and exhibits, and looks forward to partnering with us.

**Chairman Mower's Opening Remarks**

Chairman Eric Mower noted that much progress has been made since the last meeting, including obtaining IRS non-profit status for the new Erie Canalway Heritage Fund, and the city of New York's moving forward with Pier A renovation. He noted that Congressman Jim Walsh has announced he will not run for re-election, mentioning his importance to the founding of the Commission and its continued support in Congress.

**Attendance**

Attendance was taken (see attached), and it was determined that a quorum was present.

**Approval of Meeting Minutes**

Chairman Eric Mower called for a motion to accept the minutes of the October 2, 2007 meeting which had been previously distributed electronically to the Commission. Clint Brown made the motion and was seconded. There being no questions or discussion, the motion was put to vote and approved unanimously.

**American Planning Association Award**

Frank Dean announced that the American Planning Association had awarded its most prestigious national award for comprehensive plans, the Daniel Burnham Award, to the Erie Canalway National Heritage Corridor's Preservation and Management Plan. There will be an official ceremony on April 30, 2008, at the APA's national conference in Las Vegas, Nevada where 5,000 are expected to attend. A delegation from the Commission will attend, comprised of staff members Frank Dean and Hannah Blake, and Commissioner Stuart Stein. Marcia Kees mentioned that the nomination application is available for people to read and pointed out that no other National Heritage Area's plan had been so honored.

## **Public Comment and Introductions**

Chairman Eric Mower opened the floor for members of the public to make comments before the Commission. At Frank Dean's suggestion, Commissioners, agency representatives, staff and guests introduced themselves. There were no comments from the public.

## **Budget Report**

Treasurer Peter Welsby began his presentation of the FY2008 budget (see attached) by noting that the worksheet distributed in the packets was amended from the worksheet that had been distributed electronically last week. The budget represented funds expended for the first quarter of the Commission's fiscal year. The appropriation for FY2008 was \$768,524 plus \$100,000 carried over from HUD funds, for a total of \$868,524. Treasurer Welsby noted that there was \$288,000 in Federal Highway Administration funds which had not been included in the budget because of the restrictions associated with it. He pointed out that there will need to be discussion later today in the meeting about certain items before the budget can be voted on. These items include the grants program, hiring a director for the Heritage Fund, conducting an economic survey and launching a new website.

There was some discussion of looking ahead to FY2009 and being prepared for less robust fiscal conditions. Frank Dean pointed out that the cost for a new Heritage Fund director could be as much as \$100,000, including benefits and support costs such as travel. This would have to be borne by the Commission until the Heritage Fund was self-sustaining, at least a year.

Christopher Lindley asked for clarification of the Harper's Ferry wayside exhibits project and its impact on future commitments. Frank Dean explained that this includes an exhibit plan which will help prioritize future projects. It would mean a continued financial commitment at some level. The remaining Federal Highway funds may also be used for this type of exhibit work.

Christopher Lindley raised the question of whether the Heritage Fund would be based on annual campaigns or an endowment structure. Eric Mower outlined his vision that the Heritage Fund's task initially would be to raise funds through major grants from corporations and foundations to fund keystone projects. Once those were established or nearing completion, efforts could be made to establish an endowment. Peter Wiles raised the issue again of the dynamic between the Commission and the Heritage Fund. Frank Dean pointed out that IRS regulations require that the Heritage Fund be fairly independent, although the fine details are still to be determined. He reminded the Commission that it has a "sunset" of 2010, with potential extension to 2015, with the Heritage Fund potentially taking over the management of the Corridor.

Stuart Stein raised the issue that the budget appears to present certain policy decisions as being made, which had not been discussed by the Commission, specifically the allocation of resources between staff, administration and projects. He would appreciate a better understanding of the roles of the staff members and what they do to accomplish the goals of the management plan. He requested clarification of the distinction between "administrative salaries" and "partner staff," and why there had been 0% expenditure on partner staff. Frank Dean explained that administrative staff are the federal (National Park Service) employees, while partner staff are non-federal and are paid through a formal cooperative agreement with Parks & Trails New York. There was no expenditure shown for the first quarter due to a carryover of funds from FY2007.

Frank Dean also reminded the Commission that the National Park Service provides the salaries for two full-time employees, plus the cost of a vehicle and some travel, at no charge to the Commission.

Christopher Lindley gave his opinion that the budget presented should reflect only funds that apply to the current fiscal year. Before the budget could be approved, he thought the Commission needed to 1) determine the line-item expenditures; 2) clarify the revenue sources; and 3) indicate whether expenses are recurring or one-time. Frank Dean explained that the reason that funds to pay partner staff for the first quarter of FY2009 were included on the present budget was to ensure that funds are available for payroll when needed because no funds can be transferred to Parks & Trails New York to meet payroll for the last two months of the fiscal year. Christopher Lindley recommended that the budget be amended to reflect only what will be spent in FY2008.

There being no further discussion, Chairman Mower deferred a vote on the budget until after the presentation of the Staff Work Plan and presentation of proposed projects for the year.

### **2008 Staff Work Plan**

Frank Dean directed the Commission's attention to the Staff Responsibilities and Projects Summary 2008 (see attached) in the packets which describes each staff member's basic area of responsibility and lists projects scheduled for the upcoming year. Frank briefly discussed each staff position and highlighted certain projects for each.

### **Economic Survey, Money Generation Model (MGM)**

Frank Dean explained that the Money Generation Model (MGM) is a regional spending survey developed for the National Park Service which has been adapted for use by National Heritage Areas (designated as MGM2). It would be used to determine the current economic impact that the Erie Canalway National Heritage Corridor is having in the communities. Hannah Blake directed the Commission's attention to the Money Generation Model Project Report (see attached) in their packets. She pointed out that this would be an opportune time to conduct such a survey because the Alliance of National Heritage Areas (ANHA) is organizing a group of Heritage Areas to participate in individual MGM2s, and will hire a consultant to analyze the data and provide a report listing individual and compiled results. The most recent joint survey was conducted in 2005 and the report from that year is available online and, according to the ANHA's director, is the single most requested report from the ANHA. Project goals include providing a baseline for future work and standardizing the data collection process. Hannah stated that the process for obtaining approval to use the survey from the National Park Service's Social Services Division has been initiated by ANHA and is expected by April 1, 2008. In addition, the Erie Canalway NHC has released a *Request for Quotation with Evaluation Factors* to consultants who would aid with training the survey takers and might also facilitate a roundtable with organizations such as the Canal Corporation and Parks & Trails New York who also perform data collection to try to coordinate efforts.

Frank Dean inquired what type of consultants had been contacted and Hannah indicated that they were primarily from the academic setting. Chairman Mower asked why it should be done this year and not next. Hannah reiterated that joining the ANHA's joint effort would provide access

to professional level services at no cost to the Commission which would not be available next year. She also emphasized the value of establishing a standard method of data collection and training the survey takers sooner rather than later, as it would have continued use year after year.

Pieter Smeenk asked what the basis of comparison was, whether it was within the Corridor or between the Heritage Areas. He also wondered if this information already exists from another source, such as the Canal Corporation. Hannah stated that the information provided can be adapted specifically for the Corridor's purposes and that while other organizations are collecting data, it is not the same data, because the MGM2 focuses on visitors to heritage sites. Carmella Mantello described the study performed in 2002 by the Canal Corporation. This study is in the process of being updated and she anticipates it will be completed by March. She agreed that the data from the MGM2 would be quite distinct, because the Canal Corporation's study focused on boating, trails and tourism. Frank Dean stated the need to get this data in anticipation of the Commission's upcoming re-authorization process in 2010 before Congress. Hannah and Carmella Mantello agreed that the partners will need to meet to try to determine just what additional data should be pursued by the MGM2.

Vicky Daly gave support to the project since it would provide valuable baseline information for all municipalities within the Corridor. Stuart Stein agreed that it should be done sooner rather than later, but was concerned that not enough money had been budgeted. Hannah responded that she anticipates keeping costs low by using volunteers and the staff at the various heritage sites where the surveys will be conducted. Judy Schmidt-Dean volunteered the participation of Canal New York.

Christopher Lindley wondered, once such a survey is done, how frequently it will be repeated. Chairman Mower thought that once every third year would be adequate and realistic within the Commission's financial constraints. Clint Brown, Vicky Daly, Judy Schmidt-Dean and Bob Shibley all expressed support for proceeding with the project this year. Rocco DiVeronica suggested exploring alternative funding sources to help potential partners and Bob Miron mentioned Explore NY as an example. It was decided that the project can proceed if it is able to be done within the \$20,000 allocated, with some authority provided in the Executive Committee for a small increase to the budget, if necessary. If it is determined that significant additional funds will be required, the project will have to be re-evaluated.

### **Erie Canalway Heritage Fund Update**

Frank Dean presented a Power Point slide presentation (see attached summary) on the Heritage Fund which Beth Sciumeca had prepared. It outlined the progress made to date on the Erie Canalway Heritage Fund and what the next steps are. One of the next key activities will be to build a board of directors. Stuart Stein reminded the Commission of start-up costs in addition to salary, such as physical accommodation, supplies, etc. Frank Dean assured the Commission that these issues were being taken into consideration and planned for, but have not yet been decided. Vice Chair Joseph Callahan emphasized the need to get the Heritage Fund operational so that it can be the means of providing crucial support for the Commission, and possibly become its management entity.

### **Hall of Fame/Museum Concept Report**

Communications Director Jean Mackay presented a preliminary background report (see attached) on the issues related to developing an Erie Canalway Hall of Fame/Museum, which was requested by the Executive Committee in its December 2007 conference call. She began by noting that this discussion item is not currently tied to a budget amount. She established the context of the report by summarizing the Erie Canalway Preservation and Management Plan's recommendations for the Hall of Fame, particularly as relates to telling the story of the immigrant groups who helped build the canal. She then discussed the management plan implementation and funding matrix as listed in the report and drew attention to several questions for consideration. She concluded by discussing the options of a physical versus a virtual Hall of Fame.

Peter Wiles asked whether Pier A was being considered as a potential physical site. Frank Dean said that space in the National Park Service's Pier A site would be limited so could not be on the scale as outlined in Jean's report. Vicky Daly suggested adding the New York Historical Society as a potential partner. Carmella Mantello wondered if the *Day Peckinpaugh* could be used as a floating site. Judy Schmidt-Dean felt that the virtual option should be explored before the physical. Robert Shibley felt that before the decision as to what the setting was, it needs to be determined what the story is, and an appropriate program developed. This would then help determine what the best vehicles would be. Stuart Stein offered suggestions for how the Erie Canal story could be related to other immigration venues. Bob Reilly agreed that a joint virtual and physical approach will probably be the most successful scenario.

### **Pier A Update**

Frank Dean reported that New York City is now officially the sole owner of Pier A and is in negotiation with the National Park Service to relocate the Statue of Liberty and Ellis Island ferry service there. The latest development is that New York City has requested the Battery Park City Authority to take over and redevelop the Pier. Recent changes in New York City staff (new deputy mayor, etc.) will have a yet unknown impact on the Park Service negotiations. It has been suggested that the Commission should send a delegation to the Battery Park City Authority to make them acquainted with the Corridor.

### **Awards Program**

Jean Mackay made a very brief statement regarding the Awards Program Proposal (see attached) in the packet. After the meeting, she will send an e-mail to the Commission to solicit input from Commissioners to assist in formulating such a program.

### **Budget Discussion and Vote**

Treasurer Peter Welsby reviewed the budget worksheet as presented earlier in the meeting. Regarding the proposed program expenditures, he stated the consensus approval for amounts for the economic survey and the new website launch, but noted the need for further discussion of budget for hiring a director for the Heritage Fund and its impact on funds available for the Grants Program. Clint Brown made a motion to accept the budget as presented and was seconded by Vicky Daly.

Bob Reilly discouraged the Commission from getting too concerned about moneys that will or

will not be available for future budgets but rather go ahead with what has been presented. Christopher Lindley repeated the need to correct the budget to show only money that will be spent in the current fiscal year as related to the Partner staff line item. He also suggested establishing a committee on program and services that would review proposed programs and make recommendations to the Commission. Peter Wiles reminded the Commission that they must function under the reality of Congressional appropriations, which do not necessarily coordinate with the Commission's time frame and must be prepared to be adaptable.

Pieter Smeenk brought up the subject of the Grants program and whether the \$50,000 allocated as presented would justify the amount of work involved. Chairman Mower restated the two sides of the Grants Program question: that there is too little money to have a meaningful program versus the need for continuity. Stuart Stein raised the questions of whether the \$50,000 is really part of the FY2008 budget or is a placeholder for FY2009, since an October launch date is anticipated, and the need to determine where they can move the 25% of the allocated funds for Partner staff (\$32,000) which is also a placeholder for FY2009. Vice Chair Joe Callahan suggested that the \$50,000 allocated to the Grants Program and the approximately \$32,000 allocated to Partner staff both be added into the funds for the Heritage Fund launch with the intent of making the Fund immediately able to start raising money towards a Grants program. Christopher Lindley agreed to combining the funds, but preferred that they be marked by an unspecified placeholder.

Chairman Mower confirmed that the Commission's consensus opinion was that \$50,000 was not enough for a quality Grants program. He concluded that the will of the Commission appeared to be to modify the budget by taking 25% of the Partner staff funds and the \$50,000 from the Grants program and reallocating them to an \$82,000 placeholder, To Be Determined line item. Clint Brown withdrew the motion to accept the budget as presented, and Vicky Brown withdrew her second. Clint Brown then moved to accept the budget as modified and Peter Wiles seconded. The motion was approved unanimously.

### **Executive Director's Report**

Frank Dean presented a brief staff report (see attached), mentioning the upcoming trip to Washington, DC to meet with Congressional officials. Efforts continue with the Governor's administration to fill State agency vacancies on the Commission. Frank has been invited to speak to the Department of Environmental Conservation Regional Directors on February 13 in Albany. The State Canal Conference will be held in Grand Island, New York in October and the World Canals Conference will be held in Kingston, Ontario in September. A journey from Waterford to New York City and then to Burlington, Vermont by the *Day Peckinpaugh* has been proposed to tie in the Erie Canalway with the Hudson Quadracentennial in 2009.

Clint Brown suggested that a printed update on the Grants program would be very helpful for the Commission. Hannah Blake will e-mail a summary report to the Commission following the meeting. Stuart Stein suggested, in light of Congressman Walsh's anticipated retirement, that the Commission begin communication with Congressman Hinchey that he might begin taking over the role previously played by Congressman Walsh.

### **Canal Corporation Status**

In light of recent decisions by the Thruway Authority and resulting media coverage, Chairman Mower asked Carmella Mantello as Director of the Canal Corporation to present a status report. As review, she mentioned that the Canal Corporation is a subsidiary of the Thruway Authority and when it was decided to raise tolls on the Thruway, reaction tended to be that the increase was due to having to support Canal Corporation. She explained some of the issues affecting the Canal Corporation's annual budget, that the operational budget is \$50 million and that capital programs budget was \$40 million. She also clarified the position of the Canal Corporation as relates to the Thruway Authority and its board. She noted the canal system's inability to be a self-sustaining commercial entity as it was in the past, but the economic impact of the canal to canal communities is at least \$300 million. It appears quite likely to her that the Canal Corporation will eventually be separated from the Thruway Authority, but its final destination is unclear. She discussed two bills that are currently before the state legislation, one proposes to remove the Canal Corporation from the Thruway Authority and provide funding from the general fund, and the second proposes to make a study of the issue before making a decision. In conclusion, she discussed the many positive things that the Canal Corporation and its partners are doing and encouraged the Commission to keep speaking up in support of the Canalway.

Pieter Smeenk reported that the Recreationway Commission passed a resolution in support of the Canal Corporation and also strongly encouraged his fellow Commissioners to communicate the importance of the Canalway to legislators. Peter Wiles reported that Canal New York released a position statement encouraging careful consideration of the Canal's future. Stuart Stein requested guidance regarding what to say or not say if questioned publicly. Chairman Mower reminded the Commission that as a Federal entity, it had no role in the state level discussion except general support for the Canal Corporation as one of its partners. He requested that the Commissioners make it clear when they do speak that they do so as individuals, but not for the Commission. Vicky Daly mentioned that she has been questioned by both the print and broadcast media and told them that it is too big an issue to make quick decisions and reinforced the importance of the canal. Clint Brown reported that in the Buffalo area media there is little understanding of the waterway and the canal region and he sees it as a great educational opportunity.

### **New Business**

Bob Reilly reported that he and several other assembly members have requested \$1.8 million in capital funds for the *Day Peckinpaugh* to be funded as part of this year's state budget. He encouraged the Commission to contact their representatives to make this a priority.

Mary Ivey reported that the second round of Transportation Enhancement Program funding was announced and the application deadline is June 27. There is more information available on the Department of Transportation's website ([www.nysdot.gov](http://www.nysdot.gov)).

Marcia Kees provided copies of the Alliance of National Heritage Areas December 2007 newsletter which contained a summary of the Heritage Development Forum held in Troy, in November 2007, which the Erie Canalway NHC Commission contributed to.

### **Wrap up and Adjourn**



**ERIE CANALWAY NATIONAL HERITAGE CORRIDOR  
COMMISSION MEETING**

**January 31, 2008**

**Erie Canal Museum  
Syracuse, NY**

**ATTENDANCE**

**ECNHC Commission Members**

Eric Mower, Chair  
Joe Callahan, Vice Chair  
Alan Vincent, Secretary  
Peter Welsby, Treasurer  
Russell S. Andrews  
Clint Brown  
Victoria W. Daly  
Rocco DiVeronica  
Thomas X. Grasso  
Lynn B. Herzig  
Christopher Lindley  
Ken Lynch  
Carmella Mantello  
Robert P. Reilly  
Judith Schmidt-Dean  
Robert Shibley  
Pieter W. Smeenk  
Stuart W. Stein  
Peter Wiles, Jr.

**Liaisons to the Commission**

Mary Ivey, NYS Dept. of Transportation  
Marcia Kees, NYS Office of Parks Recreation & Historic Preservation  
Bob Miron, Empire State Development Corp.  
Chip Pratt, NYS Dept. of Agriculture & Markets

**Guests**

John Sagendorf, Upstate New York Tourism Alliance  
John Feltman, NYS Dept. of Environmental Conservation  
Paul Kocak, Environmental Design & Research  
Erin Agans, NYS Canal Corporation  
John Callaghan, NYS Canal Corporation  
Ernest Roosevelt, New York State Snowmobilers Association  
Paul Baxter, North Shore Council of Governments  
Michelle Briedenbach, The Post-Standard  
Richard Palmer, Canal Times

**Erie Canalway National Heritage Corridor  
Commission Meeting  
January 31, 2008  
Attendance (cont.)**

**Staff**

Frank Dean  
Hannah Blake  
Duncan Hay  
Lori Solomon-Duell  
Jean Mackay  
Rosemary Button

**Worksheet for  
FY2008 Commission Operations  
First Quarter**

Total Appropriated  
\$868,524

Program Area	Budgeted	Expended To Date	Unexpended Balance	% Exp	Comments
<b>BUDGET: \$868,524</b>					
<b>Personnel Services:</b>					
Administrative Salaries/Benefits	\$259,000	\$41,975	\$217,025	16%	Hannah & Beth full time; Duncan 16 pay periods; 2 park guides
Partner Staff	\$173,800	\$0	\$173,800	0%	
<b>Administration:</b>					
Travel	\$40,000	\$8,405	\$31,595	21%	
Mail Management	\$7,000	\$819	\$6,181	12%	
Utilities	\$6,600	\$1,495	\$5,105	23%	
Public Outreach	\$9,000	\$1,038	\$7,962	12%	
Supplies & Equipment	\$40,000	\$4,422	\$35,578	11%	
Heritage Alliance Dues	\$6,000	\$0	\$6,000	0%	
Admin Staff Training	\$5,000	\$200	\$4,800	4%	
Audit	\$8,800	\$0	\$8,800	0%	FY 2008 Audit
Congressional Assessment	\$11,989	\$0	\$11,989	0%	1.56%
New York State Parks - Office Space Rental	\$6,300	\$0	\$6,300	0%	
Other fixed costs	\$9,200	\$0	\$9,200	0%	Web hosting/Patron Mail/Brochure Distribution/domain registration
<b>Meetings/Workshops:</b>	\$4,000	\$1,414	\$2,586	35%	
<b>Projects:</b>					
Canal Splash	\$3,000	\$0	\$3,000	0%	
Economic Survey - MGM	\$20,000	\$0	\$20,000	0%	
Erie Canalway Heritage Fund - Launch	\$20,000	\$0	\$20,000	0%	
Grants	\$0	\$0	\$0		
Harpers Ferry Center - Wayside Exhibits	\$51,468	\$0	\$51,468	0%	
Heritage in Arts	\$10,000	\$0	\$10,000	0%	
Main Street Program	\$0	\$0	\$0		
Management Plan Printing	\$18,528	\$0	\$18,528	0%	
Pier A	\$5,000	\$0	\$5,000	0%	
Project Development	\$28,839	\$969	\$27,870	3%	
State Canal Conference	\$5,000	\$0	\$5,000	0%	
Website - Launch	\$20,000	\$0	\$20,000	0%	
HUD Funding	\$100,000	\$0	\$100,000	0%	National Register Listing; Interpretation Plan
<b>Totals</b>	<b>\$868,524</b>	<b>\$60,737</b>	<b>\$807,787</b>	<b>7%</b>	

Notes:

- \$768,524 FY 2008 Appropriations (Account #1761-685)
- \$100,000 in HUD funding for the Erie Canalway was approved in September 2004 and is reflected in this total of \$868,524
- \$288,000 Federal Highways Administration - available balance from signage & identity project and is not reflected in this budget
- Expenditures as of December 31, 2007

**Expenditures as of December 31, 2007  
FY 2008 – First Quarter**

<b>Obj Class</b>	<b>Program Area</b>	<b>Amount Expended</b>
1100	Personnel Compensation	\$32,698.02
1200	Civilian Personnel Benefits	\$9,277.06
	<b>Administrative Salaries &amp; Benefits</b>	<b>\$41,975.08</b>
211B	Non-foreign Travel Management Center Transaction Fees (agent fees)	\$27.72
211C	Non-foreign Commercial Transportation - Tourist Class	\$561.20
211D	Non-foreign Employee Per Diem	\$4,796.45
211I	Non-foreign Other Incidental Expenses	\$496.98
211L	Non-foreign Local Travel	\$49.92
211P	Non-foreign POV Mileage Allowance	\$1,949.60
211R	Non-foreign Passenger Vehicle Rental	\$226.46
211T	Non-foreign Taxi Fare	\$296.50
	<b>Travel</b>	<b>\$8,404.83</b>
221B	Freight-Other (Federal Express)	\$266.39
223A	Mail Transport and Package Services (UPS)	\$0.00
233G	Postage	\$0.00
252R	Contracts-Professional Services (U.S. Postal Services & UPS)	\$552.59
	<b>Mail Management</b>	<b>\$818.98</b>
233C	Commercial Communications Charges-Local (business telephone line)	\$466.44
233E	Wireless Communications (cells phones & WI-FI)	\$1,028.29
	<b>Utilities</b>	<b>\$1,494.73</b>
232B	Rental of Exhibit Spaces	\$0.00
412A	Subsidies, Contributions & Other Aid (memberships/sponsorships)	\$1,037.84
	<b>Public Outreach</b>	<b>\$1,037.84</b>
233M	Equipment Rental-Information Technology (software license renewal)	\$0.00
242A	Print & Reproduction-Commercial	\$0.00
243C	Copy Centers	\$0.00
257C	Repairs & Maintenance-IT Equipment and Software	\$0.00
257D	Repairs & Maintenance (vehicle)	\$0.00
257I	Repairs & Maintenance-Equipment	\$0.00
257L	Maintenance-Voice Communications Equipment	\$0.00
261A	Office Supplies & Materials (print cartridges, toner, mailing supplies for	\$4,090.82
262A	Books	\$79.96
262F	Periodicals & Subscriptions	\$251.04
264A	Building Supplies	\$0.00
269F	Fuel-Motor Vehicle	\$0.00
312A	Noncapital Controlled Equipment	\$0.00
	<b>Supplies &amp; Equipment</b>	<b>\$4,421.82</b>
252Z	Other Services	\$0.00
	<b>Heritage Alliance Dues</b>	<b>\$0.00</b>
252S	Tuition	\$200.00
252T	Training/Conference Registration Fees	\$0.00
	<b>Admin Staff Training</b>	<b>\$200.00</b>

**Expenditures as of December 31, 2007  
FY 2008 – First Quarter**

<b>Obj Class</b>	<b>Program Area</b>	<b>Amount Expended</b>
252Z	Other Services	\$0.00
	<b>Audit</b>	<u><u>\$0.00</u></u>
411C	Cooperative Agreements	\$0.00
	<b>New York State Parks-Office Space Rental</b>	<u><u>\$0.00</u></u>
232A	Space Rental-Payment to Others (meetings & retreats)	\$948.68
252Z	Other Services (tape recording of Commission meetings)	\$465.42
	<b>Meetings/Workshops</b>	<u><u>\$1,414.10</u></u>
412A	Subsidies, Contributions & Other Aid	\$0.00
	<b>Grants</b>	<u><u>\$0.00</u></u>
243D	Graphics Centers	\$0.00
251B	Contracts-Information Technology Support Services (web hosting)	\$742.84
252X	Advertising-Commercial	\$0.00
252Z	Other (Services) (IT services)	\$226.42
411C	Cooperative Agreements	\$0.00
	<b>Project Development</b>	<u><u>\$969.26</u></u>
<b>Total Expended as of December 31, 2007</b>		<b>\$60,736.64</b>

# Staff Responsibilities and Projects Summary 2008

The staff of Erie Canalway National Heritage Corridor met for a staff retreat in November 2007 to review progress to date on the Preservation and Management Plan, further clarify staff roles and responsibilities, and determine priority actions for 2008. The following is a summary of staff responsibilities and projects.

## **Frank Dean, Executive Director**

Responsibilities: Oversees overall program direction and budget, helps to coordinate activities of the commission, supervises staff, monitors legislation and serves as government and legislative liaison, attends public forums/conference speaking engagements, oversees management of Visitor Center at Peebles Island, coordinates with National Park Service, manages funds, including HUD and DOT funds. Manages the Saratoga National Historical Park.

### 2008 Projects/Priorities

- Complete Graphic Design Standards.
- Provide briefings for NYS Agency Commissioners and oversee Commissioner appointment process. Primary liaison with the Commission.
- Provide orientation/ongoing training/development for Commissioners and staff.
- Serve as liaison with the Buffalo Harbor Project.
- Advance the preservation of Matton's Shipyard in Waterford.
- Assist with Erie Canal Museum renovation project as needed.
- Follow up on Pier A.
- Identify demonstration projects/promote ongoing "model projects."

## **Hannah Blake, Community Planner**

Responsibilities: Takes the lead on economic revitalization strategies outlined in the Preservation and Management Plan, offers technical assistance on community development and project funding and management issues.

### 2008 Projects/Priorities:

- Develop plan for upcoming economic impact survey work including the Revised Money Generation Model (MGM2) in conjunction with other National Heritage Areas, and implement. Discuss collaboration with state partners on survey and outreach work related to economic impact.
- Provide ongoing management of 2007 ECNHC Pilot Grants Program.
- Project development for Heritage- in- Arts workshop and roundtable in the spring that explores strengthening the identity of the Heritage Corridor through the arts.
- Organize roundtable and tour to discuss recreational opportunities available for human- powered boats in the Canalway.
- Develop a list of technical assistance materials for historic preservation/documentation, curatorial management, water quality management, agricultural conservation, and recreational development.
- Explore project opportunities in agricultural heritage for the Canalway.
- Develop historic mapping project with Canal Corporation.

## **Rosemary Button, Administrative Assistant**

Responsibilities: Office management and administrative planning and support, including database management and Commission meeting arrangements.

### **2008 Projects/Priorities**

- Overhaul and update ECNHC database - Determine types of information, reports, etc; format the database; design input screens.
- Prepare for Commission meetings.
- Evaluate, inventory, and organize office files; establish system for future filing.
- Assist with administration of photo contest.
- Identify, update, and organize materials for distribution; maintain adequate supplies.

### **Mary Cunningham, Office Manager**

Responsibilities: Accounting and budgets; property, travel, records, fleet (budget & reports) and credit card management; Information Technology (IT) issues; audits; human resources for government employees; pay bills, payroll, telephone system.

### **2008 Projects/Priorities**

- FY 2007 Commission Audit
- Budget Cost Projections for Erie Canalway and Saratoga NHP
- Saratoga NHP budget – temporary detail
- Organize budgets from previous years for reauthorization, history and retention purposes
- Audit all credit card accounts for Erie Canalway
- Audit all credit card accounts for Martin Van Buren NHS
- Establish network equipment inventory
- Establish software inventory
- Establish informal property list
- Prepare quarterly budget reports
- Develop employee handbook and Local Standard Operating Procedures (SOPs)

### **Duncan Hay, History & Interpretation**

Responsibilities: Takes the lead on interpretation of the Corridor's heritage resources; provides technical support for specific historic preservation/education projects; works with NPS Harpers Ferry Center on production of wayside exhibits and publications. Duncan is officially stationed at the NPS regional office in Boston and commutes to New York as needed for 50% of his time for ECNHC projects. The other portion of his time is dedicated to hydro electric project relicensing review and mitigation.

### **2008 Projects/Priorities**

- Coordinate development of a long- range plan for and priority list for ECNHC / NPS developed interpretive signs and outdoor exhibits that builds on the work of NYS Canal Corp, NYS Parks, Mohawk Valley Heritage Corridor, Lakes to Locks Passage, and dozens of municipalities and historical organizations.
- Work with Mohawk Valley Heritage Corridor Commission and NYS Canal Corp to add EHNC content to kiosks that will be installed this year between Niskayuna and Sylvan Beach.
- Research, write, and oversee wayside exhibit design and installation in Buffalo, Cohoes, Montezuma.
- Work with Partners Along the Canal Towpath (PACT) to develop the first of a "family" of regional brochures that tier off but provide more detail than the ECNHC "unigrid" brochure.
- Serve as ECNHC liaison for planning of NYS Canal Conference (Grand Island - October 2008) and World Canals Conference (Rochester - September 2010).

- Work with Erie Canal Museum on site and exhibit development. Co- curate temporary exhibit on the “Electric Waterway” scheduled to open April 2008.
- Coordinate planning and design of on- board exhibits for *M.V. Day Peckinpaugh*.
- Assist in preservation and interpretation of Matton Ship Yard.
- Coordinate work of teams of historians, architects and engineers from the Historic American Engineering Record (HAER) documenting canal structures in Cohoes and Lockport.
- Work with NYS State Historic Preservation Office (SHPO) to develop a process for nominating canal system to the National Register of Historic Places.

**Jean Mackay, Director of Communications and Outreach**

Responsibilities: Develop and implement communications and outreach strategy for ECNHC, produce communications materials to engage and inform various internal and external audiences, including media, Commissioners, general public, and key stakeholders. Collaborate with staff to communicate key accomplishments and projects and to produce technical assistance reports/fact sheets/guidebooks/tourism materials, media releases, presentations, and monthly reports.

**2008 Projects and Priorities**

- Develop and maintain website with expanded content to reflect current activities and priorities of ECNHC; maintain current site until new site comes online and update NPS site as needed.
- Prepare homepage and host for Wireless Towpath website for spring 08 launch.
- Produce and distribute 2007 Annual Report by January 08.
- Pitch, write, and submit articles for publication (current projects: DEC Conservationist, Planning Magazine, Upstate NY Planner, Canalway Trail Times, National Heritage Area Alliance Updates, CanalTimes).
- Initiate ECNHC Awards Program in concert with Commissioners.
- Develop Erie Canalway PowerPoint with script for general use by Commissioners/staff.
- Produce new quarterly electronic newsletter, Jan/April/July/Oct.
- Finalize graphics/logo/identity and standardize ECNHC templates.
- Serve as liaison for Canal Splash! and Cycling the Erie Canal; MVHCC, Western Erie, and Lakes to Locks Passage.
- Assist with seasonal interpretive guide program; develop project list for 2008.

**Beth Sciumeca, Program Manager**

Responsibilities: Takes the lead on preservation of historic and cultural resources, assists director with government relations and organizational development activities, monitors legislative and policy related issues, provides staff support for Erie Canalway Heritage Fund, and manages a variety of projects.

**2008 Projects/Priorities**

- Establish organizational capacity and provide staff support for nonprofit organization, Erie Canalway Heritage Fund, Inc. including recruiting board members
- Prepare technical corrections to authorizing legislation; working with Executive Director, Commissioners and NPS legislative affairs office. Prepare and facilitate fiscal year appropriations requests. Prepare annual briefings for Congressional representatives
- Assist Executive Director with Pier A project follow- up

- Research and develop an Erie Canalway Oral History Project working in partnership with NYS Museum and others to preserve and interpret stories and accounts of life on and along the canal
- Work with State Historic Preservation Office (SHPO) and other partners to identify gaps in historic preservation throughout the Corridor, develop a Historic Preservation Program that builds on the Preservation and Management Plan.
- Work with SHPO to explore options for national register listing for canal
- Schedule and prepare briefings with NYS Agency Commissioners and key legislators. Also help facilitate Erie Canalway Commissioner appointments.
- Coordinate transportation enhancement signs and identity project and serve as liaison with DOT and NYS Thruway to fabricate and install Gateway Signs
- Manage 2008 Photo Contest and Calendar production and distribution
- Follow up with project and workplan development initiated in 2007 staff retreat

**Lori Solomon-Duell, Project Manager**

Responsibilities: Takes the lead on heritage tourism development; works with key tourism partners and Canalway communities to promote the Corridor as a “must see” destination for domestic and international travelers.

**2008 Projects/Priorities**

- Collaborate with Canal NY to develop itineraries for the new guide *The Canal New York Experience*
- Develop itineraries beyond the scope of the Canal NY guide for ECNHC use/promotion
- Coordinate brochure distribution to sites throughout New York
- Coordinate Trails & Rails Program with Amtrak and volunteers; includes some volunteer management, development of training and orientation brochures and other educational material, and facilitation of equipment purchases
- Serve as liaison with Executive Director for the Explore NY grant/project match with Mohawk Valley Heritage Corridor in conjunction with Trails and Rails Program
- Manage Cooperative Agreements, e.g., Heritage Fund, Canal New York, Lake Champlain Maritime Museum, Preservation League of NYS
- Serve as liaison to Canal NY and Upstate New York Tourism Alliance
- Participate in planning for 2009 Hudson- Fulton- Champlain Quadracentennial
- Liaison with gap analysis of Champlain Canal trail
- Investigate Erie and Hudson water trail feasibility

## ***Revised Money Generation Model (MGM2)+ Project for the Erie Canalway National Heritage Corridor***

### **Project Background:**

The Money Generation Model (MGM) is used by the National Park Service to determine the economic impacts of visitation to National Park Service sites in terms of their contribution to sales, income and jobs in the area. Due to the unique nature and challenges of tracking visitation to National Heritage Areas, the revised Money Generation Model (MGM2) was developed by Michigan State University. In 2005, five National Heritage Areas participated jointly in the data collection and analysis process and a consultant, selected and hired by the Alliance of National Heritage Areas, ran the MGM2 model to produce a report detailing impacts within the National Heritage Area network. John Cosgrove of the Alliance of National Heritage Areas reports that the economic impact study is the single most requested document.

### **Project Goals:**

- To gather “base-line” data from which to measure change and to develop ECNHC programming
- To educate sites about the importance of data collection and to begin to standardize the forms and process by which data collection is performed
- To assist with the analysis of statistics gathered by sites within the Corridor so that specific site information can be used in marketing and grant applications as well as long term and strategic planning
- To participate in an Alliance of National Heritage Areas’ opportunity that will result in valuable information for the Erie Canalway NHC on network-wide tourism and economic impact trends

### **Project Activities:**

- Curriculum development and outreach to potential participating sites, February-March, 2008
- Site selection based upon sample size and geographic distribution needs
- Train-the-Trainer workshops in the spring of 2008
- Survey delivery in the summer of 2008
- Consultant-facilitated meeting in the spring of 2008 with other partner organizations to identify collaborations for heritage and recreation-focused data collection and analysis and to identify end products for economic impact reporting

## **Project Status:**

- The National Heritage Areas office in Washington, DC has submitted a draft survey to the NPS Social Sciences Division for review. Drafts will then be submitted to OMB for approval. The NHA Office anticipates approval by April 1st.
- The Alliance of National Heritage Areas (ANHA) will be discussing the MGM@ process at their March Annual Meeting and encouraging National Heritage Areas to participate. ANHA would like to increase participation from the 2005 level when 5 NHAs participated
- A training on the process is anticipated at the April 24th ANHA meeting in PA
- Erie Canalway NHC released a *Request for Quotation with Evaluation Factors* to consultants on January 23rd with a deadline of February 13th for MGM2 training and partner meeting facilitation

# Awards Program Proposal

- Background:** Chapter 9 of the Preservation and Management Plan calls for the ECNHC to “Initiate an Awards Program” in year three of its implementation of “Essential Program Actions.”
- Purpose:** An awards program serves to identify and recognize key Canalway Corridor demonstration projects or positive actions toward achieving the goals set forth in the Preservation and Management Plan. The awards should raise visibility and show positive local impacts of heritage development activities.
- Commission Involvement:** ECNHC Commissioners should play a key role in structuring the awards program, soliciting nominations, determining winners, and presenting the awards.
- Staff Support:** Director of Communications and Outreach Jean Mackay will provide staff support for coordinating and implementing the awards program.

## **Proposed 2008 Timeline:**

January/February- solicit commissioner involvement

March/April- determine program structure (award categories, nomination process, winner selection process, award presentation format, budget)

May/June- Solicit additional Commission input and approval

July/August- Solicit award nominations

September/October- Determine winners and announce award recipients

# Staff Report, January 2008

## TOPICS OF SPECIAL ATTENTION

**2008 National Heritage Area Appropriations Allocation-** With the President's signature on the 2008 appropriations bill in late December, the National Heritage Area funding was finally announced. The 10 new areas received \$150,000 as start up funding and the National Park Service received \$1M to provide oversight, training and support for the program. Established areas with approved management plans received the same funding levels as 2007, thus avoiding any steep budget declines. The Erie Canalway received \$768,000 for 2008. It is not clear how the funds will be distributed in 2009, but some formula will be used again.

**National Award for Erie Canalway Preservation and Management Plan-** The American Planning Association has announced that the Erie Canalway National Heritage Corridor Preservation and Management Plan, which was approved by the Secretary in July 2006, has been presented with their most prestigious national award- the Daniel Burnham Award. A press release was sent out statewide and the award will be conveyed at APA's annual conference in Las Vegas in April 2008. It is unusual for a federal planning document to receive such an honor.

**Fundraising organization approved by IRS-** The Commission received tax exempt status from the IRS and has begun to establish a board of directors for the Erie Canalway Heritage Fund, initiated in 2006 as a fundraising organization. The new organization will work in close cooperation with the Erie Canalway National Heritage Corridor Commission to raise additional funds for projects and programs that benefit communities throughout the Corridor.

**New Erie Canalway Legislation-** Technical corrections to the Erie Canalway NHC legislation were passed by the U.S. House of Representatives Resource committee on September 26. It will still need to pass the senate but this would provide a 5 year extension to the Commission and minor fixes to quorum and other issues.

## GENERAL TOPICS

**Northeast National Heritage Areas Meeting-** A meeting was held in Pottstown, PA, on January 10 with the new NPS Regional Director Dennis Reidenbach and all 15 of the northeastern National Heritage Areas to brief him on NHA issues, including budget and program evaluation.

**Joint NY National Heritage Area Meeting-** A joint Erie Canalway- Hudson River Valley- Lake Champlain NHA meeting was held in November at the Saratoga National Historical Park. This was a coordination meeting with Congressman Maurice Hinchey's new Chief of Staff, Dan Ahouse, and heritage area staff, as all three heritage areas overlap in the Champlain Canal section. The group agreed to meet regularly and coordinate efforts to avoid duplication and reduce costs.

**Hudson- Fulton- Champlain Quadricentennial-** With the announcement of nearly \$500,000 in federal funding for FY2008 for this 2009 celebration from congressman Maurice Hinchey, a conference call and request for projects was held in early January with NPS managers in NY and Vermont. The Erie Canalway submitted a \$150,000 proposal to fund a 2009 voyage of the day Peckinpaugh from New York City to Burlington, Vermont. A decision should be made in the next few months on funding allocations.

**New York State Briefings-** Erie Canalway staff briefed state Commissioners and senior staff at the following NYS agencies in January: The NYS Department of Transportation, Office of Parks, Recreation and Historic Preservation, Department of Environmental Conservation, and Assemblyman Steven Englebright, the chair of the Assembly Committee on Tourism. These were orientation briefings about our program, how we might partner with the state, and to discuss the any agency vacancy on our federal Erie Canalway NHC Commission.

**PBS film on New York's Canals-** Erie Canalway collaborated with central NY PBS station WCNY-TV on the production of a one-hour documentary on New York's canals, *Dream Destinations: New York's Contemporary Canals*. Interviews with Erie Canalway Commissioner and Director of NYS Canal Corporation Carmella Mantello and Erie Canalway Executive Director Frank Dean weave together historical and present day perspectives on the canal's national significance. The television program, first aired on November 12, is designed to motivate tourists to visit canal communities and attractions.

**The Canal New York Experience-** A new educational travel guide to the canals of New York targeted to adult learners, students, and travel planners will be available this spring. *The Canal New York Experience* is designed to boost educational tourism; Erie Canalway is writing itineraries and site descriptions for the guide, which is a project of Canal New York, in partnership with the Canal Society of New York State, Visit Rochester, and ECNHC.

**Grants Program-** Work with communities that received grants in 2007 is proceeding. While the status of the program is being determined for 2008, we compiled a list of grant opportunities through March 2008 for historic preservation, waterfront revitalization, interpretation, and other projects. The list was distributed to Corridor communities and is available online.

**Photo Contest and 2008 Calendar-** Erie Canalway printed and distributed 4,000 free calendars to showcase the beauty, history, people, and character of New York's canals and canal communities. The calendars featured winning photos from our 2007 photo contest.

**Wayside Exhibit Workshop-** Commission staff worked in partnership with NPS Harpers Ferry to provide a workshop in mid-October in Syracuse to assist Corridor communities in developing quality signage and exhibits. Nearly 100 people attended, including nine from communities that received Commission grants in 2007 for interpretive exhibits. We developed a companion guide to developing outdoor exhibits, the *Wayside Companion*, which is available online.

**Grand Canal Journey of the Lois McClure-** Erie Canalway prepared and distributed a *Final Report to Communities* with a summary of community activities, logistical considerations, factors influencing success, and visitor statistics.

**Trails & Rails Program-** An educational partnership between Amtrak and the National Park Service to offer a unique and interactive travel experience on trains throughout the country - continued to gain momentum in 2007. Our network of volunteer guides grew to 40, thanks to new orientation and training offered in 2007.

**National Register Nomination for the Canal-** Two meetings were held with the State Historic Preservation Office to coordinate and move forward with the nomination for the Erie Canal and to discuss coordination of preservation work within the Corridor.