

**Maryland Outdoor Recreation Economic Commission Meeting Notes**  
**January 29th 2019, 11am-3pm**  
**Jefferson Patterson Park, St. Leonard, MD**

Commissioners present: Mark Belton, Cathy Bramble, Hamilton Chaney, Joel Dunn, Paul Edwards, Liz Fitzsimmons, Deanna McCue, Brian Raines, David Sutherland  
Commissioners absent: Rick Decker, Steve Green, TJ Jenkins, Sean Mann, Tamika Newkirk, Bill Pickrum  
Staff: Kelly Collins Choi, Ingrid Brofman, Trystan Sill, Marci Ross, Heather Ersts, Scott Knoche

**Welcome**

Rachelle Green, Director, Jefferson Patterson Park - Welcome and history of park  
Scott Knoche, Director, PEARL - Welcome, PEARL activities include oystering, environmental education, natural resource economic studies such as deer/grouse hunting economic value, trout anglers, working on sika deer/recreational boating valuation.  
Kelly Collins Choi - Timeline for coming year. Introduction of staff supporting Subcommittee Workgroups - Marci Ross, Heather Ersts, Trystan Sill, Ingrid Brofman, Liz Fitzsimmons

**Local Opportunities Panel**

Patrick Bright, Southeastern Regional Manager, MPS

Trends: Historically significant venues for special events, resource-based recreation & competition, trails, diverse populations seek beaches & water access.

Smallwood SP bass tournaments, 5000 anglers/yr, ¼ out of state, \$1.8M economic impact. Challenges: Maintenance money and staff needed to maintain historic structures. Competition for tournaments (localities put up money to sponsor tournaments, uncertainty in sponsorship resources), no organized snakehead tournaments and learning curve for invasive species tournaments.

Opportunities: "Paleo Tourism" cross marketing, cross market byways and NPS trails to camping & RV rentals, Through Piscataway Eyes, water tourism, target marketing of products & services to specific demographics (ie. Es Me Parque), enhanced water access through Chapel Point partnership & Port Tobacco corridor.

Shannon Nazzal - Director, Calvert County Parks and Recreation

Trends: Nature Parks, Breezy Point, Chesapeake Beach highlights

Challenges: Little public water access, Solomons Island boat ramp - undergoing renovations, highest use boat ramp, lodging not available so not capturing economic value (airbnb potential). Lack of connectivity between parks, one way in/out route 2-4.

Opportunities: Trails - better connectivity between places, high interest in citizen science events, ie. owl banding, fossil hunting. Texting services for capacity issues. Special events - bike rides/5Ks

Tommy Baden - Facility Director, Patuxent River Park, M-NCPPC

Patuxent River Park Est 1962, ~7,400 acres along Patuxent River, Limited Use Policy. Includes Jug Bay CB-NERR reserve site since 1990. Education & Conservation programming. Challenges: Balance between proximity to urban areas and use (ie

festivals, special events) with maintaining natural landscapes and experiences.

Opportunities: Patuxent River Challenge- utilizing social media/instagram to encourage multiple park visits. Opening for managed deer hunts for first time.

Rachel Dean, Solomons Island Heritage Tours

Providing authentic watermen's heritage tours, harvesting techniques, lighthouse visit, environmental education, no two tours alike.

Challenges: Water Access (state & local boat ramp pick up), need marketing assistance, Captains License and permitting redtape.

Opportunities: Partnerships with maritime museums, aquarium, etc for dockside demos.

Discussion: Can we open up access for resource based recreation (ie watermen's heritage tours) use agreements with State and County parks? Ask Park Units if there is a list of keystone projects that are shovel ready for inclusion in final report.

### **Local Opportunities Panel**

Marty Gary, Executive Director, Potomac River Fisheries Commission

Challenges - Water quality & Invasive species (ie. Blue catfish & snakeheads).

Nutrient management improving, stormwater management improving, Rockfish issues.

Opportunities: Provide mentorship to bring in next generation of users, especially women. Hispanic fishermen growing demographic. Direct email marketing to remind folks to buy licenses (25-45 year old license lapsing phenomenon).

Tim Drummond, Park Services Administrator, Charles County

Gems in Development: Chapel Point, water access, cycle tourism, Mallows Bay, Popes Creek rail trail and promenade, Port Tobacco River corridor, craft beer, wineries, spirit industry, agritourism.

Challenges: National/regional marketing, increase focus on smaller DMO's, limited resources, service industry staffing, funding, tourist single day excursions (1 night stay over opens economic dev).

Opportunities: Focus on private sector business development around outdoor recreation and heritage tourism. MD Office of Tourism has grant funds available to local DMO's for advertising but nothing available for capital and programming for DMO's or private sector entities. Implement Tourism Development Loan Program (exs. Arkansas, Georgia)

Shannon Yee, Policy and Conservation Director, National Marine Sanctuary Foundation

14 National Marine Sanctuaries (NMS) around the country. 1st established to protect USS Monitor and interpret its history. Thunder Bay NMS - Maritime heritage focus, significant economic impact on community. Mallows Bay NMS potential designation.

Already being marketed by Charles County, and receiving press and interest from national/international media. Designation as an NMS would distinguish and draw attention. Strengthen Maryland's Outdoor Economy through opportunities to co-brand and market Maryland and Virginia's outdoor wonders, enhance public access points, and boost businesses that can attract MD-VA-DC day trippers and international tourists.

Build stewardship and pride as centers in the community and as living classrooms for outdoor education

Ken Penrod Jr, Guide, Life Outdoors Unlimited

Black bass guides - partnering with under armor, other retailers for sponsorship. Guide 200-250 trips per year, also in Susquehanna and eastern shore. Youth camps.

Trends: freshwater bass guides in decline, no longer relying on magazine articles for business, changing because of social media. Susquehanna getting the bulk of the family fishing trips (not tournaments) because of easier fishing. Fishing license differences in PA, less stringent (fewer certifications not ideal), so more guides.

Opportunities: flexibility using youtube and other social media and marketing.

Snakeheads are a major opportunity, develop trophy snakehead areas. Market invasive species tournaments. Engage high school bass fishing teams. Support DNR.

Discussion: How do we overcome any recreational and commercial fishing conflicts? How do we reach out to commercial fisherman regarding Mallows Bay NMS potential?

Collectively foster discussion, ensure fishing access and privilege maintained as well as PRFC authorities, develop an MOA outlining those features.

### **State Programs Panel**

Heather Ersts, Partnership and Outreach Manager, Maryland Office of Tourism Development  
Fish & Hunt MD - #1 reason for fishing & hunting is time with family, \$250K/year in funding, short articles driving website and facebook hits, 2-3 minute reads. Hotel deals on the website successful. Private sector partners for videos. Dept of Ag, DNR, Tourism partnership - sika deer hunting, rockfish charter, snow goose. Talking to marketers.

Jen Ruffner, Administrator, Maryland Heritage Areas Program

MHAA grants - 13 Heritage Areas, Funded through Program Open Space at \$6M this year. NonCapital grants (design, interpretation, events, exhibits, brochures, technology, websites and mobile apps, archeology, other research, pedestrian signage, planning for non-capital projects) and Capital grants (property acquisition, development, rehabilitation, restoration, pre-development (planning for capital projects), trails. Non-profits, Local jurisdictions, State agencies, Federal agencies can apply. Only 14/165 grant applications funded. 2018 MHAA economic impact study, report only captures basic economic impact. It does not capture the broader and more qualitative impacts. Findings: every \$1 expended returns \$4.45; 3,146 equivalent jobs created, \$19.8M in state/local taxes.

Ingrid Brofman, Manager, Land and Water Conservation Fund (LWCF), DNR

LWCF through National Park Service, DNR receives funds and administers grants. Primary source of revenue is from federal oil and gas leases. Huge increase in funding for LWCF from GOMESA. FY18 = \$3.2M available to Maryland. Municipalities and counties may apply for up to 50 % matching fund assistance for all outdoor recreation development and land acquisition. FY 2018 RFP garnered 26 applications, \$7.4 million in LWCF match requests. Outdoor Rural Legacy grants available on competitive basis only to specific urban communities (Aberdeen, Bel Air, Baltimore City, Cumberland, Frederick, Hagerstown, Salisbury, Waldorf, Westminster) Challenges: Small localities don't have matching funds, ORL grants need better promotion.