



**BAYSHORE HERITAGE BYWAY CORRIDOR MANAGEMENT PLAN
CORRIDOR MANAGEMENT COMMITTEE MEETING #5**

MEETING SUMMARY

(prepared by Jim Klein, L/KLA)

MEETING DATE: April 19, 2012
TIME: 3:00 p.m. to 5:00 p.m.
LOCATION: Bayshore Discovery Project, 2800 High Street, Port Norris, NJ 08349

ATTENDEES:

First Name	Last Name	Job Title	Company/Agency/Organization
Lillian	Armstrong	Executive Director	CU Maurice River
Bob	Campbell		Roane Township
Jim	Sassi		SJLWT
Cindy	Bloom-Cronin	Scenic Byway Coordinator	NJDOT
Glen	Ceponis		NJ Historic Trust
Kathy	Ireland		Maurice River Township
Jody	Carrara		ANJEC
James	Freas		Bayshore Discovery Project
Meghan	Wren		Bayshore Discovery Project
Larry	Hart		Bayshore Discovery Project
Jim	Klein	Principal	Lardner Klein/Landscape Architects
Jane	Morton Galetto	President	CU Maurice River/SJBC
Francis	Rapa		NJ Conservation Foundation
Cheryl	Reardon		ANJEC/ SJBC
Brigitte	Sherman	Planner	Cape May County Planning
D???	Kemling		HCSV
Tom	Scofield	Preservation Planner	John Milner Associates

Overview of Meeting and Review of Project

Jim Klein gave a brief overview of the meeting agenda, explaining that today's meeting would address strategies for interpreting the Bayshore Heritage Byway. This includes taking a look at the potential interpretive approach and thematic framework, and then applying that thematic framework to the destination clusters as a means of coordinating the interpretive messages from site to site.

Jim took a few minutes to review where we are in the corridor management planning process. Jim reminded everyone of the significance of the corridor as discussed at meeting #2. The global significance and recognition of the wildlife habitat, especially birding, is its primary intrinsic quality and the opportunity exists to build upon the historical qualities of the settlement patterns, the maritime heritage and the associated cultural landscape. At meeting #3 we discussed changing land use patterns and the need for enhancements in the corridor including corridor wide, community-based and site specific enhancements. At meeting #4 we discussed heritage tourism opportunities, both nature-based and culturally based, which we are referring to globally as "heritage tourism".

Jim reviewed the strategies for taking advantage of heritage tourism opportunities from the March meeting at Cape May. Jim presented a list of strategies based on the following goal:

Expand heritage and nature-based economic development opportunities.

Utilize the byway and New Jersey's business development resources to help the region build its capacity to attract and retain those travelers with an interest in the Bayshore's rich natural and cultural heritage and develop marketable programs and activities, along with expanded business opportunities, that increase the comfort level of visitors – such as good food, nice places to stay, a more welcoming community appearance – and keep them coming back time and time again.

To achieve this goal, the following strategies (italicized) were presented.

1. *Build upon the target audience of birders, bicyclists, boaters (non-motorized) and beachcombers (the "4 Bs").*
Best to focus on those visitors to whom the resources and activities along the byway are going to appeal most.
2. *Work in a coordinated manner to develop itineraries that extend the range of activities for various targeted audiences.*
In order to appeal to target audiences, need to develop compelling stories that grab their attention in their "target area" and cause them to want to stay longer to learn more. One way this can be done is to develop itineraries that tie together thematically related sites; for example, a tour that links the military history sites (NAS Wildwood, the Concrete Ship, World War II Tower, Fort Mott, etc.)
3. *Identify clusters of resources as a means of establishing destinations that are linked together by pedestrian paths and/or bicycle paths and trails – make sure that each destination cluster has a full service site (or plan for one).*
In addition to thematic relationships, another way to organize sites is to group them in logical clusters. (These clusters are shown in the Sites and Attractions map to be posted on the project website.)

4. *Build upon the discussion at the last meeting about coordinating beach access planning and implementation as a means of increasing the capacity for addressing visitor needs in a sustainable way – including parking (bicycle and automobile), restrooms, walking paths to the beach, interpretation and shoreline management – using the clusters as an organizing approach.* This strategy addresses the public access plan discussion summarized above. Coordinated beach access will be important for visitors to be able to appreciate the natural resources the area is known for. At the next meeting we will discuss how interpretation can be part of the public access discourse.
5. *Use towns and full service sites as a home base for itineraries, especially towns that have visitor support services such as accommodations, restaurants, public restrooms, parking, etc.* This idea, suggested by Vickie Clark of Cape May County Chamber, relates back to the destination clusters. Ideally, each cluster should have a full service site from which visitors can launch their excursions or use as a rest stop. Some kind of technical or business assistance should be sought to provide incentives and tips for businesses that are supportive of providing services as a way to increase business activity.
6. *Position marketing tools (web-based and print), event planning and programming to match visitor service improvements as a means of managing levels of visitation so as not to exceed the carrying capacity of the resources.* Currently, the byway has a limited online presence. A natural place to promote the byway would be on the NJ DMO website – a little tricky because the byway spans two DMOs.
7. *Gain more recognition for the route (building upon the Coastal Heritage Trail) – consider the potential for National Heritage Area designation or other recognition programs.*

A suggestion was made to implement a murals program in the various communities as part of an awareness and interpretation program.

One of the important adjustments to the strategies as presented based on input provided was a revision to the “destination clusters” map to reflect input from the meeting. Jim presented the March Map, with some recommended changes. The revised map emphasized the major rivers as the organizing element linking the gateway communities with the Bayshore. The creeks provide the structure for the major birding and wildlife areas in between the rivers - extensive preserved and managed wetland areas with good birding opportunities. [See slides 17-19 at http://www.lardnerklein.com/http://www.lardnerklein.com/BHB/BHB_CMC5_presentation041912.htm]

Tom Scofield then led the discussion regarding the Interpretive Goal for the Byway and the development of the thematic framework organized around the revised destination cluster map.

Tom first reminded everyone of a quote from Freeman Tilden, who devoted his career developing interpretive programs for the National Park Service. He wrote the book, *Interpreting Our Heritage*, in 1957, which is still cited as the basis for interpretation in training programs today. Mr. Tilden suggested that good interpretation results in a transformation for the visitor. Tom also reminded everyone that good interpretation can really help to achieve both your heritage tourism goals and your preservation goals by increasing knowledge and understanding,

but also, through a transformational experience, to change behavior as well – of both residents and visitors.

Passages to the Mid-Atlantic (Maritime History) – Participant comments: *something is needed in this title that is less passive, more active, and also has stronger connections to what is unique to the Bayshore region. “Down Jersey” was suggested instead of “Passages.” The abundance of resources that was here originally was mentioned and how the Bayshore evolved e.g. Whaling/Oysters to Watermen/Shipbuilding*

The Lenape Homeland

Colonial Middle Ground- *suggested that this was a long time ago and should more reflect the diversity of people that have settled here – Jewish, Quakers, Italian, etc.*

Fortifications and Military Installations – *suggested referring to Defense, rather than fortifications and bring in the stories of defending the Delaware Bay and colonies; suggestion made to include Millville Army Air Museum*

Cradle of America’s Middle Class – *suggested “cradle of American values”*

Gateway to the World’s Largest Freshwater Port

High-stakes Energy for the Eastern Seaboard – *question raised about what this meant (e.g. 2nd largest oil port and nuclear power plant as a way to tie the story in to the PSEG estuary restoration*

A Patch of Green among 8 Million – *suggest extending this to BOSWASH megalopolis with many more people. Suggestion made to make physical and story connection with the Jersey Pinelands*

Legacy of Farming & Market Towns of the Garden State (Historic Settlements) – *suggested linking in to Jersey Fresh, legacy of farming and other resources. Example given of tying this in to the physiography of the Coastal Plain leading to the abundant market gardens and crops with a global reach (Caviar, Oysters, Jersey Tomatoes and Asparagus, Peaches, Horticultural products, sands and glass, etc.) Suggestions made to integrate ‘Jersey Fresh’ program and recognize early involvement with frozen foods industry (Birdseye & Seabrook).*

Salem

Greenwich

Bridgeton

Mauricetown

Dennisville

A Hidden Scandinavian Heritage

The Quakers & Patterned Brick Houses

Salt Hay

Truck Farms and Roadside Stands

A Legacy of Leisure (Relaxation & Inspiration) – *suggested shifting this to Bayshore beach towns, such as Fortescue and expanding to include other activities in these towns like Bowling; amusement parks, also then to link the shifting sands and beaches to the loss of beach towns, etc.*

Delaware River Picnic Parks or bayside Towns and Beaches

Religious Camp Meetings

Recreational Fishing

Cape May – The Nation's Oldest Seaside Resort

The Bayshore Habitat (Coastal Habitats) – *more was needed here by both referencing the significance of the Bayshore Region (Jane forwarded Fran Rapa's summary separately) and by characterizing the landscape in a similar way as to the New Jersey Wildlife Action Plan (also forwarded by Jane)*

The Delaware Bay Estuary (Delaware Bay second largest bay on east coast of U.S.)

Coastal Plain Forest

Salt Marshes

Rivers and Streams

Birder's Paradise

Horseshoe Crabs

Myggens and Greenheads

Raptors

Nature's Rest Area (Wildlife Migration) – *this should be more about migration and to expand the story geographically (such as the Snow Geese in Salem)*

2nd largest population of migratory shorebirds in North America

add Purple Martins

add Eagles – and restoration of habitat influence on Raptors

Monarch Butterflies

Marine Animals

Other