

**BAYSHORE HERITAGE BYWAY CORRIDOR MANAGEMENT PLAN
CORRIDOR MANAGEMENT COMMITTEE MEETING #7**

AGENDA AND DISCUSSION OUTLINE

MEETING DATE: July 19, 2012
TIME: 1:00 p.m. to 3:00 p.m.
LOCATION: The Rutgers Food Innovation Center
 450 East Broad Street (Rt 49)
 Bridgeton, NJ 08302

ATTENDEES:

First Name	Last Name	Company/Agency/Organization
Jody	Carrara	ANJEC
Brigitte	Sherman	Cape May County Planning
Louis	Joyce	Salem County Planning
Cindy	Bloom-Cronin	NJDOT
Sharon	Mollick	Cumberland County Planning
Robert	Brewer	Cumberland County Planning
Douglas	Whitaker	Cumberland County
Shaun	Bailey	Partnership for the Delaware Estuary
Kim Gauntt	Gauntt	Cumberland County Tourism
Bill	Schiari	SJTPO
Sally	Birdsall	Sarah Birdsall Planning Consulting
Cheryl	Reardon	SJBC
Lillian	Armstrong	CU Maurice River
Joseph	Powell	NJDOT, bicycles and pedestrians
Cindy	Randazzo	Director, Office of Local Government Assistance, NJDEP
Jim	Klein	Lardner/Klein

AGENDA

Item 1 - update on the CMP Draft (summary of comments at public meeting and by email/telephone)

Item 2 - Management Options

- Summary of recommend actions (organized by potential subcommittees)
- Existing and Potential Partners
- Alternative approaches to organizing partners
- Phasing: what is needed to get started marketing the byway

Item 3 - Process for reviewing and approving the draft and final plan

Item 4 - County Freeholder presentations and other Next Steps

DISCUSSION

Item 1 - update on the CMP Draft (summary of comments at public meeting and by email/telephone)

The draft plan is the culmination of the input provided at each of the meetings:

Handout: http://www.lardnerklein.com/BHB/bhb_commentandresponse071612.pdf

Jim pointed out the following with regard to the major changes:

- Chapters 1-3, Existing Conditions Report – most of these comments are related typographical errors and duplicated text. These have been edited and posted to the web site.
- Changed text to use the terms consistent with MAP-21 Eligible Categories – tried to use turnout, overlook or viewpoint. Also, emphasis of certain categories such as vegetation management that includes invasive species removal as an eligible category, were added
- Request by Maurice River Township to add spurs to Matt’s Landing, Thompson’s Beach and Moore’s Beach
 - Matt’s Landing is off Main Street which becomes CR616 – one turn (IMG_4057.jpg)
 - Thompson’s Beach and Moore’s Beach off CR616 (both one turn)
 - Suggest consideration of wayfinding/point of interest sign at each of these three intersections to replace what is there now.
- Future sites – those in the planning stages but not yet ready for visitors were added as a category to the enhancement project list
 - Dorchester Shipyard, High Street (Leesburg) and Olive Street (NLT) – added a category to table on page 151 of Chapter 4
- Who is going to do all this regarding plan approval – following added to text of plan
Increase awareness of the corridor and its significance **by establishing the Bayshore Heritage Byway as the primary touring route through the Bayshore Region.**
 - Provide model language to each municipal government to use as a starting point when referencing the CMP in their respective municipal and county master plans (see sidebar, this page, for example)
 - Provide a short and scripted (10-15 minute) presentation on the benefits of managing the Bayshore Heritage Byway as the primary heritage touring route through the Bayshore region to attract and retain those travelers with an interest in the Bayshore’s rich natural and cultural heritage
 - Identify Corridor Management Committee (CMC) members in each jurisdiction to serve as the liaison in each municipality, to request that the CMP be referenced into the Municipal Master Plan and to make presentations at hearings and be available to answer questions
- Another change based on MAP-21 reauthorization is to pursue designation as a National Heritage Area, rather than National Scenic Byway (not likely to have another nomination period)

unless or until funding for the program is reauthorized or changed to another agency or organization)

Item 2 - Management Options

Summary of recommend actions (organized by potential subcommittees)

- Jim asked the committee if it would be better to organize subcommittees by geography, rather than by emphasis (conservation/preservation, transportation/enhancement, etc.)
- After discussion about the benefits of say County organized subcommittees, which would be logical for many of the items, it was agreed that a combination of the two would be good. Jim will look at the activity list and determine which ones should be the purview of a corridor wide committee and which ones logically fit within geographic.
- It was noted that the byway effort is a grass-roots effort, so that many of the projects and activities are those that start at a local level and are associated with the byway effort as a means of getting more leverage for funding, awareness, marketing, etc. Other projects, such as route marking, or a web site or mobile application, creating an outdoor museum across the entire corridor, need to be coordinated at a regional level to be effective.

Existing and Potential Partners

It has been four years since the municipalities and freeholders (and supporting organizations) were asked for their support and it would be a good idea to go back to them with an update on where we are – nearing completion of the draft plan, signs are in the works, and we are beginning the process of establishing some kind of management entity to help implement the plan.

Could the brochure from the public meeting be updated as an executive summary? Jim indicated that he would do that

Cindy Randazzo suggested that a list of byway related needs (or projects) be developed and shared with the municipalities to identify which of those project needs are corridor wide, which ones are associated with specific municipalities or groups of municipalities. Jim indicated that he would create a matrix and include it with Chapter 5.

Cindy Randazzo indicated that the list of needs could be identified as potential enhancement activities to use in lieu of mitigation, where that activity has been required by DEP. Cindy noted that the access plans and mapping could be accelerated by DEP for the municipalities. Cindy offered to conduct a workshop with byway municipalities to go over the beach access planning, perhaps using the few that have gotten started on theirs as an example.

DEP also has a “State Park” mobile application that could be updated with the byway and its features incorporated for those parks on or near the byway (e.g. Fort Mott, Hancock House, etc.)

Jim asked if there were any regularly scheduled meetings where the Mayors all got together. All three counties had some kind of monthly dinner, or other event where it may be possible to provide an overview of the Bayshore Heritage Byway.

Alternative approaches to organizing partners

After much discussion it was agreed that the hybrid approach would be preferred.

- In the first couple of years, SJBC would continue to serve as the lead organization. The SJBC will discuss the role with ANJEC to determine how much support in the way of serving as the fiscal agent or providing other support services could be provided. Jim noted that for grant applications the fiscal agent will need to identify project management activities as a specific budget item for the fiscal agent to cover those costs.
- Support organizations will be identified and established as part of the initial establishment period (such as charitable foundation or a business association, or both). Several committee members encourage more involvement with the businesses and recommended that involvement be focused on how the byway could be mutually beneficially – it could help businesses such as restaurants, hotels, related retail and services such as a kayak or bicycle rental. The various Chambers of Commerce may then be interested in helping to serve on a committee to establish a web-page similar to the one Jim showed being developed by the Alliance for the Cumberlandlands in Tennessee (www.edgetrekker.com)
- At some point in the 2-5 year period, a decision will need to be made regarding the creation of a non-profit, 501 (c) 3 organization.
- It was noted that Heritage Area designation requires three things:
 - nationally significant resources (NPS has already published a document stating this)
 - public support
 - management capabilityAn environmental document would need to be prepared as well (DEP may be able to assist with this).
- A question was asked about the need for a management study usually costing several hundred thousand dollars. Cindy Bloom-Cronin indicated that Phil Correll is now working with that unit and may be able to shed some light on the requirements. Jim indicated that the Journey Through Hallowed Ground was working through how to address this where they have a significant portion of the management plan completed as part of the byway planning for the heritage area, but needed the environmental document and a few other items. Jim would follow up with JTHG to see where they landed with meeting the requirements for a management plan

Phasing: what is needed to get started marketing the byway

The byway needs signs and a web site to get going. Cindy Bloom-Cronin indicated that they are still awaiting approval from FHWA. The sign consultant has been meeting recently with each County to set up how the signs will be installed on County roads and to determine if an MOA can be set up for municipal roads.

Once those two items are done, then the byway may want to have another ribbon cutting type of event to roll out the management plan, the signs, and the web site together.

Item 3 - Process for reviewing and approving the draft and final plan

Jim will produce Chapter 5 and post it on the web site which will complete the draft plan and then send out an email indicating that the full and revised draft is ready for your final review and approval. Jim will send out any proposed final changes in a table format, and will request by email a vote on the committee approval of the plan including the changes in the table.

Item 4 - County Freeholder presentations and other Next Steps

Jim has three meetings available – to make presentations to the County Freeholders. He asked the County representatives to advise on the best way to set those meetings up.

The municipal meetings are best done by identifying one key person with knowledge of the process in each Municipality that can help to present the plan to the municipal officials. There will be an executive summary, a short version of the slide show, and a script that can be used to present the plan.