

**MICHENER'S CHESAPEAKE COUNTRY BYWAY
NOTES FROM ADVISORY COMMITTEE #1
MAY 18, 2010, EASTON, MD**

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| Assets of the Byway | |
| Rich, multi-dimensional history | 9 |
| Water, water, water | 7 |
| Rural countryside; scenic views | 7 |
| Cultural and historic landscapes | 5 |
| Land and town preservation | 4 |
| Established attractions; sites already developed | 4 |
| Interplay of Native American, African, and Colonial culture; cross-section of themes: Tubman, John Smith | 3 |
| The people; vibrant grassroots; engaged public | 3 |
| Proximity to metro areas | 2 |
| Natural resources; nature at our fingertips | 2 |
| Recreational amenities | 1 |
| Wildlife | 1 |
| Agricultural heritage | 1 |
| Bicycle and pedestrian safety on roads | 1 |
| Ability to extend Chesapeake Country National Scenic Byway | 1 |
| Connection to Blue Crab Scenic Byway | 1 |
| Cooperation between heritage areas and counties | 1 |
| <i>Specific Sites</i> | |
| Federalsburg Historical Society and Heritage Museum | 4 |
| Marshyhope Creek Watershed | 3 |
| Tubman Underground Railroad heritage | 3 |
| Federalsburg greenway | 2 |
| Blackwater National Wildlife Refuge | 2 |
| Town of Oxford | 2 |
| John Smith Water Trail | 1 |
| Chesapeake Bay Gateway | 1 |
| Chesapeake Bay Maritime Museum | 1 |
| Oxford Bellevue Ferry | 1 |
| Cambridge, Vienna, Secretary, Elliott Island, East New Market | 1 |
| Linchester Mills | 1 |
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| Challenges for the Byway | |
| Signage; GPS coordination; making route clear | 9 |
| Community involvement and coordination; cross-county, inter-agency cooperation and engagement; the planning process; | 6 |
| Sorting out the overlaps and ambiguities of the byway; spurs and deadends; stretches with no attractions | 6 |
| Public education; getting local buy-in | 6 |

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| Protection of significant landscapes from suburban sprawl | 6 |
| Interpretation and communication; getting people out of their cars; creating a unified theme; telling the stories; relating the Michener book to the byway | 6 |
| MAPP project | 4 |
| Visitor readiness; improvement of sites; visitors' centers | 4 |
| Money; funding | 4 |
| Public water access | 3 |
| Controlling traffic, speed, and parking | 2 |
| Pulloffs in rural areas and wetlands | 2 |
| Controlling autos vs. bicycles; narrow shoulders | 2 |
| Perception of property rights infringements | 2 |
| Plight of the agricultural economy | 1 |
| Events | 1 |
| Blending agritourism, ecotourism and heritage tourism | 1 |
| Dover Bridge crossing of Choptank River | 1 |
| Getting people to Federalsburg | 1 |
| Including Cambridge downtown | 1 |
| Widening bridges | 1 |
| Marketing | 1 |
| Funding for John Smith/Nanticoke River Exploratory Center | 1 |
| Sea level rise | 1 |
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| Measures of Success: Achievement of the Vision for the Byway | |
| Increase in tourism; tourism dollars; local businesses prospering because of tourism | 11 |
| A cohesive story that resonates with visitors; history brought to life; national recognition | 9 |
| Enhanced preservation of landscapes and waterscapes | 8 |
| Tourism products and sites developed; greater visitor access; coordination of services | 6 |
| Additional information centers or plaques; good signage and pulloffs; maps and brochures | 6 |
| Local awareness of and enthusiasm for the byway | 3 |
| Development of education tools for schools and youth | 2 |
| Successful marketing campaign; publicity in newspapers and magazines | 2 |
| Coordination with county and town plans | 1 |
| Health of the Bay and watersheds | 1 |
| A sustainable organization/management team | 1 |
| Active use of heritage areas | 1 |
| Vienna remains an important ecotourism destination | 1 |
| The Federalsburg Heritage Museum is a designated site | 1 |