

## Memorandum

To:

From: Jim Klein

Date: October 11, 2010

Subject: Advisory Committee Meeting #4: Heritage Tourism Strategies  
(RSVP Requested)

The next advisory committee meeting for the Michener's Chesapeake Country Scenic Byway will take place:

DATE: October 21, 2010 11:30-2:00PM

LOCATION: Steamboat Wharf Museum in Denton  
10219 River Landing Road, Denton, MD 21629

Lunch will be provided - please RSVP by Monday, October 18 by replying to this e-mail so we can get an accurate count for lunch.

Tentative Agenda:

11:30 Recap of where we are (Jim Klein)

11:45 Overview of regional context and tools for marketing the byway  
(Carolyn Brackett, National Trust for Historic Preservation)

12:30 Lunch and discussion of primary name, themes, taglines, and  
itineraries to help position the byway for marketing

1:15 Next Steps: interpretive framework (Peter Benton)

1:30 Discussion of grants in follow up to AC #3 (for those interested)

2:00 Adjourn

Background materials for the draft heritage tourism strategy discussion have been posted on the web site. Additional revisions to the route are nearing completion based on follow-up discussions with those affected and will be posted on or around October 14th.

If you are interested in pursuing funds from FHWA's Scenic Byway Program for a grant project related to the byway corridor, we will hold an informal discussion from 1:30-2:00 pm on October 21<sup>st</sup>.

As an outgrowth of our discussion last month on defining the byway corridor, our next step to be discussed at Meeting #5 is to begin assigning themed itineraries to the many resource rich branches of the byway (see slide show from meeting #3 for examples, slides 15-21). Peter Benton will introduce this topic at meeting #4. If you would like to make a brief presentation at meeting #5 on a potential themed itinerary utilizing one of the branches of the byway, please get in touch with your County Tourism Office contact on the web site (or give me a call directly).

If you have any questions about this material, please do not hesitate to call me, Jim Klein, at 1-800-337-1370.