



**Historic St. Mary's City Fort to 400 Commission
Legislative Annual Report/Update
November 1, 2022**

Per House Bill 1364, on or before November 1, 2022 and each November 1 thereafter, the eCommission shall submit to the Governor and, in accordance with the statute 2-1257 of the state government article, the General Assembly Report that Includes:

- An update of the plan of action submitted in accordance with HB 1364 which was submitted on September 1, 2022.
- Implementation timetables and benchmarks; and
- Recommendation for Legislative, Administrative and other action deemed necessary to further its mission.

ACTION PLAN - Update 10-17-22

The Commission developed a plan of action to further goals and take concrete steps toward completion of goals of the Commission.

ACTION	EXECUTION
Establish communication portal for 400 Commission	Brian Norris - done
Create 501c- Will take time to create. Do we use another established organization (i.e. Historic St. Mary's Trust?) for 400 Commission funds to be deposited into?	Blackie Wills - in progress - meeting with attorney general and committee attorney's scheduled.
Determine how often the Commission should Commission meet? Twice?	In progress - legislation states twice a year. Committees are in the process of forming.
Contact other organizations to complete Commission composition.	Liz Fitzsimmons to send notice to all Cabinet and Office executives for their representative to the Commission.) - Done
Develop talking points "elevator pitch" by November report. Pitch is needed to bring others on board. The goal of the Commission needs to be articulated	SWOT analysis suggested by Chair Norris to help develop pitch. Committee being developed to condense the many thoughts

properly to engage supporters and funders. Inclusivity is very important to accomplishing the goal and should be included in formulating mission, vision and specific goals.	expressed by the committee into a mission and vision statement for the Committee; and present that to the committee. - Pending development of vision and mission by that committee.
Survey every county in Maryland to ask "what outcome would they like to see out of the 400 celebration?"	OTD will develop a survey and send it to the counties via the tourism offices. - Pending development of vision and mission by that committee.
Schedule a call with the Maryland War of 1812 Bicentennial Commission to learn about their experiences completing goals and if they could share any research, best practices, lessons learned.	Heather Ersts, who worked in the Maryland Office of Tourism and with the War of 1812 Commission has agreed to share the best practices of the War of 1812 Commission. - Done
Determine a plan for spending the \$125,000 in capital funding Senator Bailey informed the Commission exists.	The Commission can use the funds for planning and operational expenses. - Pending development of vision and mission by that committee.
Hire an Executive Director for Commission or third party strategic planner? Or do we plan ourselves?	Commission to explore hiring an Executive Director perhaps in year 2? Form a smaller Executive Committee within the group to make some decisions? - Pending development of vision and mission by that committee. Vision-mission commission subcommittee is planning the next meeting.

400 Commission status report due November 1, 2022	Complete
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St. Mary's City Fort to 400 Commission Meeting

October 17, 2022

11:00 AM - 2:30 PM

St. Mary's College of Maryland

Recap

ATTENDEES:

400 Commission:

Chair Brian Norris, (Cherry Cove Group), Dr. Tuajuanda Jordan (St. Mary's College), Senator Jack Bailey, Senator Arthur Ellis, Barbara Ives, (GI Enterprises), Blackie Wills, (Wills Group), Dr. Julie Schablitsky (MDOT), Lucille Walker (Destination Southern Maryland & Maryland Rediscovery 400 Initiative), Marianne Harms, Calvert County, Liz Fitzsimmons, (Office of Tourism) Julia Bouie (Office of Tourism)

Partner Organizations:

Dr. Travis Parno,, Historic St. Mary's City (for Dr. Regina Faden) Peter Friesen, Historic St. Mary's City, Elizabeth Hughes, Maryland Historical Trust, Thomas Elder, Department of Legislative Services, Heather Ersts, Visit Annapolis & Anne Arundel County, Betsy Baretto (St. Mary's College)

I. WELCOME

A historical background and archaeological context about St. Mary's City was presented by hosts, Dr. Tuajuanda Jordan and Dr. Travis Parno. Everyone is excited about what a 400 Celebration will look like and the great things that will be accomplished from it.

II. UPDATES SINCE LAST MEETING

Chair Norris led the group through a summary of important updates.

- Chair Norris informed the Committee that a web structure has been created and we are awaiting incorporation of the commission. .
- Blackie Wills reported on the progress of several milestones:
 - Accounting firm Thomas & Libowitz have drafted Articles of Incorporation and Bylaws.
 - A 501(c)3 is the recommended structure for the Commission's financial entity.
 - Form 1023 is used to apply for recognition as a tax-exempt organization under Section 501(c)(3).
 - Form 1023 vs. 1023-EZ Form 1023 must be completed online. The timeline for IRS review and approval can take 5 to 8 months. Form 1023-EZ does not require nearly the amount of information as Form 1023 does and also costs much less.
- In accordance with Chapters 687 and 688 of the 2021 Maryland General Assembly the Historic St. Mary's City Fort to 400 Commission in conjunction with the Department of Commerce report and action plan due September 1, 2022 was submitted on time. A request was made to send the report to the full Committee.
- A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis was suggested by Liz Fitzsimmon as a possible tool to use to assist with clarifying the way forward.
- Notices were sent to other organizations identified in the legislation seeking participation on the Committee.
- Senator Bailey provided that a funds have been committed to the Fiscal Year 2023. Further information showed that the funds have been placed in the Capital Fund. a summary of the funds committed to the Fort to 400 Budget. <https://dbm.maryland.gov/budget/Documents/Capital%20Budget/FY%202023%20Documents/FY%202023%20Capital%20Budget%20as%20Enacted.pdf> Bill text itself – page 82 <https://mgaleg.maryland.gov/2022RS/bills/sb/sb0291E.pdf> (JV) Fort to 400 Commission. Provide a grant to the Historic St. Mary's City Fort to 400 Commission for the acquisition, planning, design, construction, repair, renovation, reconstruction, site improvement, and capital equipping of infrastructure projects related to the 400th anniversary of the founding of Maryland (St. Mary's County) **\$125,000**

III. PRESENTATION: Best Practices from the War 1812 Bicentennial Commission.

One of the action items from the first meeting was a desire to have a best practices presentation from the War 1812 Bicentennial Commission. Ms. Heather Ersts formerly deployed by the state to the efforts of the shared the following:

- Research is crucial to the work of the Committee
- It is important to develop clear mission & vision statements to support, goals
- State funds and Commission funds were used separately to develop a wide array of supporting activities leading up to the day of celebration.
- Past commission reports are the best place to find info that could be important to this committee's work. (Link to War of 1812 Bicentennial

documents:

<https://msa.maryland.gov/msa/mdmanual/26excom/html/35war1812.html>)

- The War of 1812 Bicentennial efforts were a passion project of Governor O'Malley, which may have led to the major financial commitment from the state.
- The presenter was asked if there was one major takeaway from her time with working on a commission-led commemoration event working adjacent to a state office. The presenter stated that clearly defined roles and responsibilities was essential to a productive and effective deployment of a commemorative program.

IV. NEXT STEPS

Action Items:

- Develop mission, vision and goals.
- Identity Commission member strengths, make a plan and assign tasks to be completed. Continue to develop processes and structure to accomplish goals.
- Develop an Operational and Staffing Plan to build out the program and identify possible funding levels and justification.
- Develop elevator pitch which should include clear messaging and visuals once funding is in place for advertising and marketing.

V. ADJOURNMENT

The Committee adjourned at 1:30 p.m. Tour of Historic St. Mary's City commenced after adjournment.