

HUDSON RIVER VALLEY GREENWAY
Combined meeting of
Greenway Conservancy for the Hudson River Valley, Inc.
Hudson River Valley Greenway Communities Council,
and
Greenway Heritage Conservancy HRV, Inc.
June 3, 2014
The Terrace, State University of New York at New Paltz
New Paltz, New York
Minutes

Conservancy Members Present

Berky, Jennifer Schwartz, Conservancy Member
Brown, Kristin Cole, Conservancy Member
Burke, Kevin, Conservancy Secretary
Daniels, Jane, Conservancy Member
Griffen, Sara, Acting Chairman, Greenway Conservancy
Jacks, Betsy, Conservancy Member
Yarabek, Stefan, Conservancy Member

Conservancy Members Present by Proxy

Lanzetta, Cindy, Conservancy Member

Council Members Present

Aldrich, J. Winthrop
Chmar, Andrew, Putnam County Council Member
Elliott, Robert, Westchester County Council Member
Mazzarella, Sally, Council Member, Meeting Chairman
McHenry, Barnabas, Chairman, Greenway Council
Putney, Ted, Albany County Council Member
von der Heide, Linda, Rensselaer County Council Member

Council Members Present by Proxy

None

Delegates Present

Cooper, Linda, Joint Delegate for Commissioner, NYS Office of Parks, Recreation and Historic Preservation
Devine, Bonnie, Joint Deputy Delegate for Secretary of State
Garcia, Freddie, Delegate for Dennis Murray, Conservancy Member
Gorton, Bill, Joint Delegate for Commissioner, NYS Department of Transportation
Rooney, Frank, Joint Delegate for Commissioner, NYS Department of Agriculture and Markets

Advisory Members

Bergman, Frank, Hudson River Boat and Yacht Club Association
Mullarkey, Althea representing Steve Rosenberg, Scenic Hudson Land Trust

Greenway Staff

Castiglione, Mark, Acting Executive Director
Jeanson, Daniel, Greenway Intern
Keller, Scott, Trails and Special Projects Director/Finance Manager
Lowery, Tristan, Greenway Intern

Call to Order

Acting Chairman Sara Griffen called the meeting to order at 10:10 a.m.

Pledge of Allegiance

Acting Conservancy Chairman Sara Griffen led the meeting in the Pledge of Allegiance.

Welcome

Dennis Doyle, Ulster County Planning Commissioner welcomed everyone to Ulster County and conveyed County Executive Michael Hein's appreciation for the Greenway.

Town of New Paltz Supervisor Susan Zimet welcomed everyone to New Paltz and thanked the Greenway for the Bike Path Planning Grant previously awarded. She noted that Senator Schumer expressed his appreciation for the grant and held a press event about it.

Paul Kassel, Interim Dean of the SUNY New Paltz School of Fine and Performing Arts welcomed everyone to the beautiful SUNY campus.

Sara Pasti, Director of the Dorsky Museum located on campus welcomed everyone and offered a free tour of her museum after the meeting.

Presentation: Draft Strategic Plan for Hudson River Valley Greenway and National Heritage Area

Consultant Peter Fairweather reviewed the steps taken to date, presented a revised statement of marketing position, recommended actions, and Board Member roles. His presentation is appended to and a part of these minutes.

Presentation: Teaching the Hudson Valley Update and Preview of the 2014 THV Institute

Debi Duke this year's Teaching the Hudson Valley Institute which will focus on Teaching the Hudson Valley from the Ground Up. She thanked the sponsors including the Hudson River Estuary Program, Hudson River Valley Institute, Sarah Olson, and the Greenway. The mission of Teaching the Hudson Valley is to help kids find their place in their community. She further reviewed the THV grants program which has created nearly 350 lesson plans and curricula, promoted professional development programs for teachers, and awarded grants to support field trips to historic sites.

Agenda Review

Acting Chairman Griffen noted that an additional Council Community Grant for Columbia County is added to the agenda and called for other changes/additions to the agenda. There being no others she moved onto the rest of the agenda.

Minutes of March 28, 2014 Combined Meeting of the Hudson River Valley Greenway Communities Council, Greenway Conservancy for the Hudson River Valley, Inc. and Greenway Heritage Conservancy HRV, Inc.

Minutes of March 28, 2014 Meeting of the Hudson River Valley Greenway Grants Committee

On a motion from Kristin Brown (Sally Mazzarella second) the March 28, 2014 Combined Meeting minutes and Grants Committee Meeting minutes were unanimously approved.

Hudson River Valley Greenway Communities Council

Call to Order

Chairman McHenry called the Council meeting to order.

Welcome New Council Member and Greenway Grants Committee Member Wint Aldrich

Chairman McHenry announced that Wint Aldrich has been appointed to the Board by Governor Cuomo and that Mr. McHenry is appointing Mr. Aldrich to the Grants committee.

Greenway Community Planning Grants

Acting Executive Director Mark Castiglione reviewed the Greenway Communities Grants recommended for funding by the Grants Committee at the Conference call May 29, 2014.

The *County of Dutchess with the Town of Clinton* is seeking grant funding in the amount of \$10,000 for the Driving Tour Enhancements in Northern Dutchess Region. The Grants Committee is recommending an award of \$9,500.

The *Town of Fort Ann, Washington County* is seeking grant funding in the amount of \$20,000 for the Old Champlain Canal Lock 17 Trail. The Grants Committee is recommending an award of \$9,500.

The *Village of Hoosick Falls, Rensselaer County* is seeking grant funding in the amount of \$10,000 for Zoning Code Update. The Grants Committee is recommending an award of \$9,500.

The *Village of Irvington, Westchester County* is seeking grant funding in the amount of \$7,500 for Tiffany Trail Tourism Program. The Grants Committee is recommending an award of \$2,500.

The *County of Columbia* is seeking grant funding in the amount of \$10,000 for the Behold! New Lebanon for planning a Period Promotional project. The Grants Committee is recommending an award of \$5,000.

On a motion from Bob Elliot (Sally Mazzarella second) the Council unanimously approved the Community Grants as recommended by the Grants Committee. Linda von der Heide abstained on the grant awarded to the Village of Hoosick Falls.

Greenway Conservancy for the Hudson River Valley, Inc.

Call to Order

Acting Chairman Griffen called the Conservancy meeting to order.

Welcome New Greenway Grants Committee Member Cindy Lanzetta

Acting Chairman Griffen announced that she is appointing Cindy Lanzetta to the Grants Committee.

Resolution to Support Consolidated Funding Applications

Mr. Castiglione requested that the Board authorize him to apply for two grants through the Consolidated Funding Application. The grants requested are for \$90,000 for a Hudson River Line Mobile App and up to \$250,000 for a Greenway Trail Gap Analysis Study. Jane Daniels moved (Stefan Yarabek second) that the Board accede to Mr. Castiglione's request and the motion passed unanimously. Dennis Murray's delegate Freddie Garcia abstained on Dr. Murray's behalf.

Authorization for Bank Signatories: Acting Chair, Secretary, Treasurer, Acting Executive Director

Finance Manager Scott Keller reported that with the recent changes to officers in the Conservancy Board that new Bank signatories were needed. The signatories are the officers of the Board (Sara Griffen, Jennifer Schwartz Berky, and Kevin Burke) and the Acting Executive Director (Mark Castiglione). On a motion from Jane Daniels (Betsy Jacks second) the Board unanimously authorized the change in signatories on all Conservancy bank accounts.

Greenway Trail Designation

Mr. Castiglione announced that a request for a trail designation has been received.

Haverstraw Village Trail, Village of Haverstraw, Rockland County, 2.31 miles. On a motion from Stefan Yarabek (Jane Daniels second) the Board designated the new trail as part of the Greenway Trail System.

Hudson River Valley National Heritage Area

Call to Order

Chairman McHenry called the National Heritage Area (NHA) meeting to order.

Welcome Sally Mazzarella to the NHA Management Committee

Chairman McHenry announced that the Chairmen are appointing Sally Mazzarella to the NHA Management Committee.

Path Through History Weekends

Ms. Griffen and Mr. Castiglione noted that the statewide Path Through History program, advanced by Governor Cuomo, has grown from the 2009 Heritage Weekend project undertaken by the National Heritage Area. The 2014 Path Through History project was administered by the Greater Hudson Heritage Network and the Greenway on behalf of I Love New York.

Hudson River Valley Ramble

Mr. Castiglione noted that the 15th annual Hudson River Valley Ramble will be held September 7-8, 14-15, 20-21 and 27-28, 2014. He also noted that sponsorships are still available.

Path Through History Training Partnership

Mr. Castiglione announced that the Greenway and the Office of Parks, Recreation and Historic Preservation have each contributed \$20,000 towards the training partnership program. That program is geared towards hospitality training and telling a better story at the sixty involved sites. Part of the hospitality training was teaching the benefits to all of referring patrons to other geographically or thematically similar sites. Four training programs were held in the beginning of May. Follow-up training with individual site managers is ongoing.

Public Comment

Military Historian James Johnson announced the most recent issue of the Hudson Valley Regional Review is now out. The issue focuses on Dutch Settlement in the Hudson Valley.

Executive Director Report

Acting Executive Director Mark Castiglione's written Executive Director's report is appended to, and a part of these minutes.

Adjourn

The meeting was adjourned at 12:05 p.m. by acclamation.

Respectfully submitted,
Scott S. Keller
Meeting Secretary

Strategic Plan Hudson River Valley Greenway/ Hudson River Valley National Heritage Area

Board Meeting

June 3, 2014



The Greenway's Mission

- The Mission of the Hudson River Valley Greenway is to continue and **advance the state's commitment to the preservation, enhancement and development** of the world-renowned scenic, natural, historic, cultural and recreational resources of the Hudson River Valley **while continuing to emphasize economic development activities and remaining consistent with the tradition of municipal home rule.**
- The Mission of the Greenway Council is to **guide and support a cooperative planning process to establish a voluntary regional compact** among the counties, cities, towns and villages of the greenway to further the recommended criteria of natural and cultural resource protection, conservation and management of renewable natural resources, regional planning, economic development, public access and heritage education."
- The Mission of the Greenway Conservancy is to **build cooperative undertakings to open new paths to the river and other recreational areas**, protect natural resources, preserve open space and farmland, plan and manage scenic roads, restore urban waterfronts, revitalize beneficial water-dependent industries, foster development of tourism-destination facilities and waterborne transportation services connecting them, and promote adaptive reuse of historic structures.
- The mission of the National Heritage Area program is to **recognize, preserve and promote the natural and cultural resources** of the Hudson River Valley for the benefit of the Nation.

The Purpose and Projected Outcomes for A Strategic Plan

Answers 3 questions:

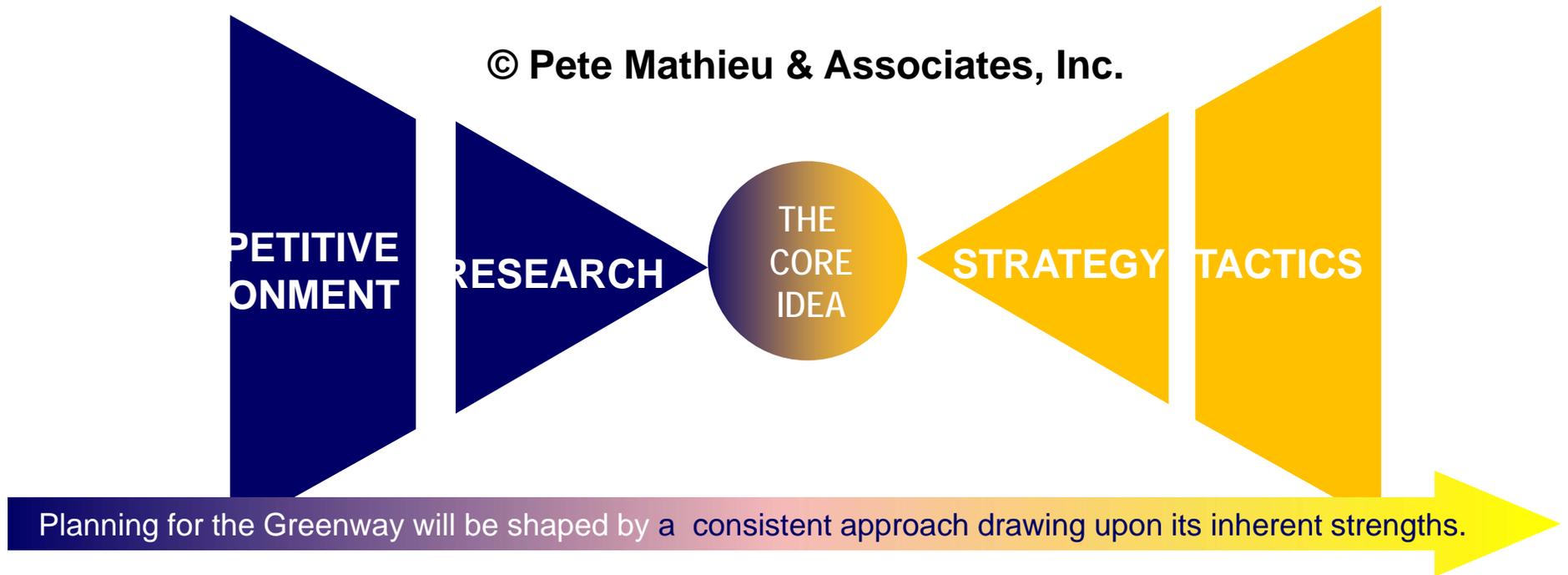
- What business are we in?
- Why are we good at it?
- What should we do next?

A good strategy helps you decide what to do next in a way that:

1. Uses the strengths of the organization to address the most important opportunities or threats it faces.
2. Produces action that will strengthen the organization, not disrupt it.

The “Core Idea” & Strategic Planning:

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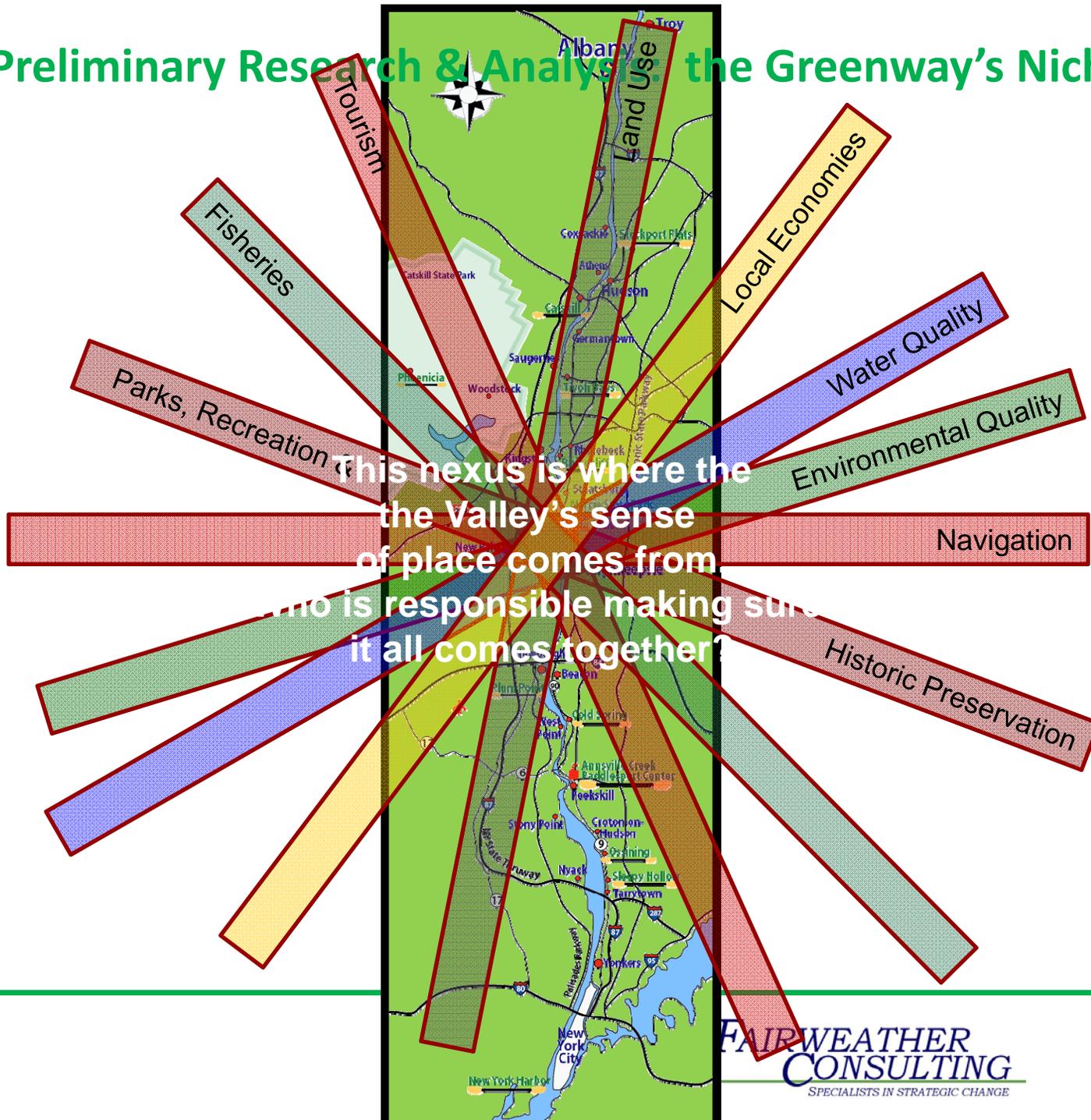
The Core Idea:
The unique & inherent truth about a product, service or organization
which differentiates it from competition
in ways which are meaningful and persuasive
to the target audience.

Findings from Interviews: the Greenway's "Catalytic" role

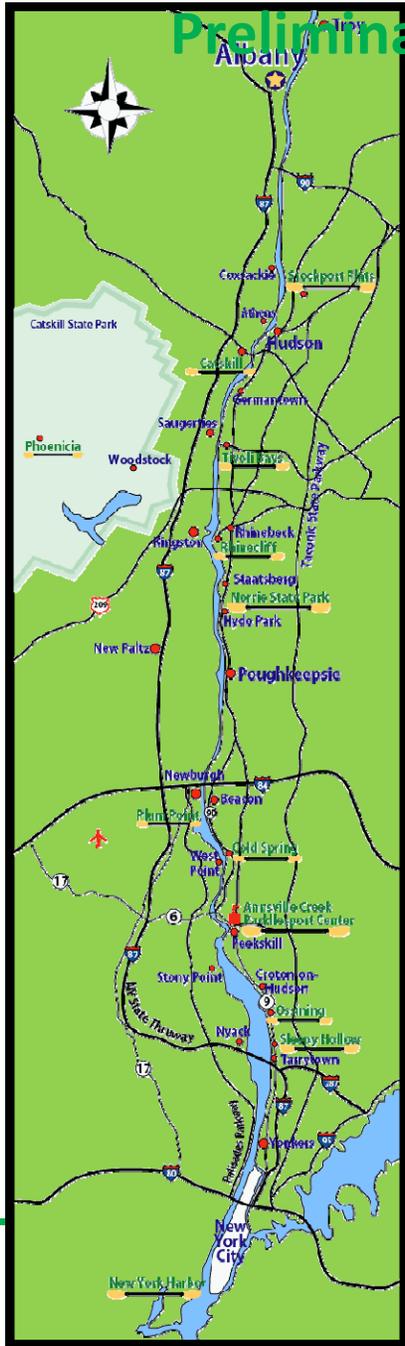
Hudson River Valley Greenway Hudson River Valley National Heritage Area Analysis of Economic Impact and Return on Appropriation Based on "Economic Impact of National Heritage Areas," Tripp Umbach, 2013 For the Years 2009 to 2011	
Description	Amount
Average Annual Economic Impact of the Greenway/NHA	\$ 584,986,026
Average Annual Tax Revenue Generated by the Greenway/NHA	\$ 66,667,434
Average Federal and State Appropriations to the Greenway 2009-2011	\$ 93,667
Economic Impact Generated per Year per Dollar invested in the Greenway	\$ 588.71
Tax Revenue Returned per year per Dollar Invested in the Greenway	\$ 67.09
Jobs Directly or Indirectly Created or Induced per Year	6,530

The data support the idea of the Greenway as Catalyst

Preliminary Research & Analysis the Greenway's Niche



Preliminary Research & Analysis: the Greenway's Niche



An authentic regional identity emerges from the confluence of these many efforts. No one aspect can dominate.

Each stakeholder has its own role to play:

Tourism promotion

Environmental protection

Economic development

Local land use regulation

Thinking About the Core Idea-- A Statement of Market Position:

TO [the target market(s)],

THE PRODUCT/SERVICE IS [key differentiating attributes]

Why is this thing different?

THAT CAN [intended benefits] What does it do?

BECAUSE [the manner by which the product or service provides benefits to the target market(s)]. How does it do it?

A REVISED Statement of Market Position:

TO people who live in, work in and visit the Hudson River Valley and those concerned with its economy, environment, scenery and cultural heritage

THE HUDSON RIVER VALLEY GREENWAY IS the only organization created by the State of New York to promote & safeguard quality of life in the Hudson River Valley

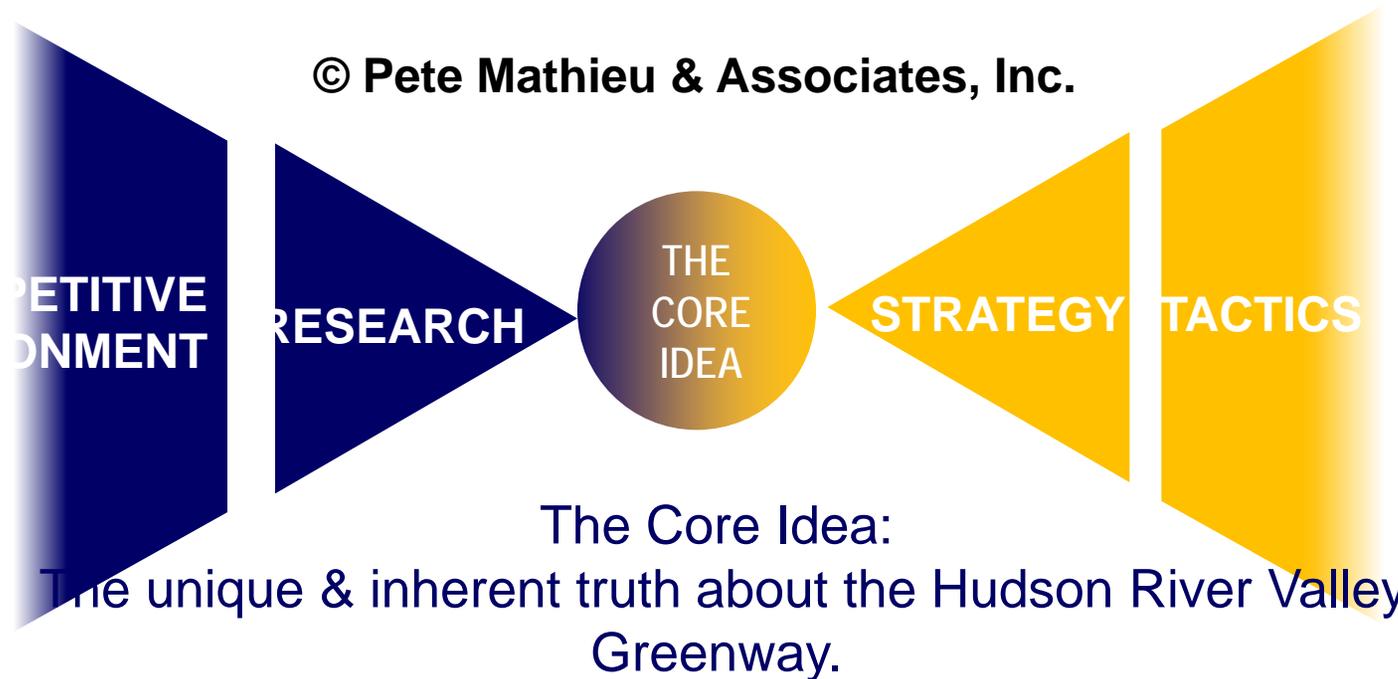
THAT CAN address all aspects of quality of life in the Valley by interconnecting and thereby strengthening the work of governments, not-for-profits and other organizations active in the Valley

BECAUSE it combines a State agency's ability to marshal and focus public resources with a private organization's ability to move flexibly and rapidly to gain private sector, local governmental and citizen support. This unique structure enables the Greenway to:

- Foster the dissemination & adoption of Greenway principles to promote smart growth and sustainable development throughout the Valley
- Facilitate activities to support those principles involving partnerships among public and private stakeholders
- Fund “catalytic” projects to further Greenway principles
- Form physical & programmatic connections to address many aspects of quality of life in the Valley

The “Core Idea:”

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Making Connections that:

- Preserve the Hudson River Valley’s heritage
- Revitalize its Economies
- Ensure a Sustainable Future for its Communities
- Enhance its Quality of Life

The Strategy: Making Connections—the Campaign for the Greenway

In short the strategy must:

- focus on **building broad partnerships** to support quality of life in the Valley as embodied in the Greenway Principles
- include a **solid rationale for private fundraising** on the part of the Greenway/NHA
- **raise the visibility of the organization** among all its stakeholders

The strategy summarized by the phrase “Making Connections—A Campaign for the Greenway” is intended to address all three of these concerns.

It also highlights the need for the Greenway/NHA to accomplish its work through partnerships.

The Strategy: Making Connections—the Campaign for the Greenway

The “connections” theme highlights the need for private funding: in order to maintain its ability to respond flexibly and rapidly, the **Greenway/NHA needs to ensure that its “private” side (the public benefit corporation) has sufficient resources** to serve as a ready complement the State agency side of the organization.

The “connections” theme also provides an additional justification for private funding. **The *physical connections* that are an important part of the Greenway/NHA, including local trails and the legislatively mandated Greenway shoreline trail are the type of capital projects that private funders may be willing to support,** even in the case where the agency asking for the support receives tax dollars for its operating budget.

The Strategy: Making Connections—the Campaign for the Greenway

Through its “campaign for the Greenway,” the strategy provides a framework for raising the organization’s visibility.

When the Hudson River Valley Greenway was first proposed, there was a coordinated campaign among environmentalists, tourism groups, land trusts and other community groups to build support for the concept. In a sense the “campaign for the Greenway” represents a return to the organization’s roots.

This “campaign” is an attempt to complete the legacy of the Greenway by fully realizing its capacity for regional partnerships and planning (one type of connection) and putting together a plan to finally achieve the legislatively mandated Greenway Trail (a second type of connection).

The Strategy: Making Connections—the Campaign for the Greenway

Three Essential Commitments Required of the Staff & Board:

Commitment 1—Staffing: the most critical step in the “Campaign for the Greenway” is for the Board to authorize the Executive Director to fill the vacant Heritage Area Coordinator position so that—while still dramatically understaffed—the organization will have capacity to begin implementation of this strategic plan.

Commitment 2—Focus: The organization should adopt program guidelines indicating that proposed activities/events should have the demonstrable capacity to further the Greenway Principles and/or NHA management plan, be easily accessible to a broad range of visitors and/or participants and be financially self-sustaining.

Commitment 3—Fundraising: The Board should form a development committee to oversee the creation of a formal fundraising/development plan for the Greenway/NHA. This plan will be a centerpiece of the “Campaign for the Greenway.”

Tactics: Recommended Actions

PRIORITY AREAS & ASSOCIATED ACTIONS	LEAD RESPONSIBILITY	PARTNERS	METRIC
Foster Greenway Principles			
<p>Continue to Expand Compacts: Compacts have been approved in Dutchess, Orange, Putnam, Rockland and Westchester counties. The Ulster County compact is under consideration. The benefits of the compacts to the counties and the region should be extended by assisting at least three other counties to create their own versions of Greenway Compacts by 2020.</p>	Staff	County & local governments	Compacts completed for three other Counties by 2020.
<p>Support conferences/programs that promote Greenway Principles: In addition to the formal compacts, the Greenway Principles can be fostered in the region by supporting conferences and programs that address such issues as economic development, trails, tourism, resiliency and others in ways that introduce and encourage the use of the Greenway Principles in local planning and development. As part of this effort the Greenway/NHA should seek to have the Principles explicitly addressed as a topic in the conference/program. Support for such efforts can come in the form of financial support and/or staff participation in such efforts.</p>	Staff	HREP, NYSDOS, NYSERDA, local governments, Land Trusts and other Community Groups	Greenway/NHA support and/or participation in at least three conferences/programs per year that include the Greenway Principles in the programming.

Tactics: Recommended Actions

PRIORITY AREAS & ASSOCIATED ACTIONS	LEAD RESPONSIBILITY	PARTNERS	METRIC
Foster Greenway Principles (con't.)			
<p>Continue to Expand the Teach the Hudson Valley (THV) program: Through the NHA, this program provides financial & administrative support for grants of up to \$4,000 each to public and private schools in the Hudson Valley that combine curriculum with visits to sites of cultural, historic, or natural significance. Through the grants, the Greenway/NHA is able to introduce the principles to teachers and school children throughout the region. This is an area in which board fund-raising can be an important source of support for the initiative.</p>	Staff & board members	National Park Service; the Hudson River Estuary Program of the New York State Department of Environmental Conservation; and the Hudson River Valley Institute at Marist College, local schools	Expand program to 20 grants per year and/or \$75,000 in awards each year.
<p>Referral/Coordination of Technical Assistance for Planning, Resource Conservation and Economic Development: The Greenway/NHA is already recognized as an important source through which communities gain access to technical planning assistance for a variety of projects. While the organization no longer has the resources to provide this technical assistance itself, it should create working agreements with agencies that provide such assistance including the Hudson River Estuary Program, the NYS Department of State, the Office of Parks, Recreation & Historic Preservation, Scenic Hudson and others so that the Greenway/NHA can act more effectively in its role as a central referral source for planning and other technical assistance consistent with the Greenway Principles.</p>	Staff	HREP, NYSDOS, NYSERDA, NYSOPRHP, Scenic Hudson, etc.	Create regional TA coordination program

Tactics: Recommended Actions

PRIORITY AREAS & ASSOCIATED ACTIONS	LEAD RESPONSIBILITY	PARTNERS	METRIC
Facilitate Activities via Partnerships			
<p>Maintain current commitments to such activities as the Ramble, trail conferences, etc.: The Greenway is currently involved in important regional activities such as the Ramble, the Great Hudson River Paddle and others. These should be maintained through 2015, until the organization develops and adopts its activities guidelines as described below.</p>	Staff & board members		Current slate of activities maintained through 2015.
<p>Develop Guidelines for Greenway/NHA Activities: As described in the body of the report, it is critical that the organization develop guidelines to ensure that limited staff resources can be put to their highest and best use supporting the Greenway/NHA. It is recommended that these guidelines stipulate that, in order for an activity to be undertaken by the Greenway/NHA, the proposed activity/event should have the demonstrable capacity to further the Greenway Principles and/or NHA management plan, be easily accessible to a broad range of visitors and/or participants and be financially self-sustaining (or demonstrate potential sustainability) given funds committed by Greenway/NHA or sponsoring organization.</p>	Staff		Guidelines created by 2016.

Tactics: Recommended Actions

PRIORITY AREAS & ASSOCIATED ACTIONS	LEAD RESPONSIBILITY	PARTNERS	METRIC
Fund Catalytic Projects			
<p>Expand Greenway Community Council Planning Grants: These grants help communities develop and implement a vision for their future that balances Greenway criteria of economic development considerations with resource protection and promotion objectives. As part of the development plan, assignments should be made to the staff and board members to cultivate and secure additional resources for this program.</p>	Staff (with board support for fundraising)	Federal, State and Local Governments & Private Philanthropies	Expand program to 15 grants/year and/or \$150,000 in awards by 2020
<p>Expand Greenway Conservancy Trail Grants: This program funds recreational trail projects. Special consideration is given to projects that seek to implement the Greenway Trail Vision Plan. As part of the development plan, assignments should be made to the staff and board members to cultivate and secure additional resources for this program.</p>	Staff (with board support for fundraising)	Federal, State and Local Governments, Private Philanthropies, Regional Land Trusts	Expand total awards given to \$100,000 by 2020, tied to the Gap Analysis.
<p>Expand Heritage Development Grants: As part of the development plan, assignments should be made to the staff and board members to cultivate and secure additional resources for this program.</p>	Staff (with board support for fundraising)	NPS/NHA	Expand program to \$75,000 in funding by 2020.

Tactics: Recommended Actions

PRIORITY AREAS & ASSOCIATED ACTIONS	LEAD RESPONSIBILITY	PARTNERS	METRIC
Form Connections			
Add additional staff position to enhance agency's ability to reach out to stakeholders: The position to be filled would be the Heritage Area Coordinator position that is currently vacant.	Board		Additional NHA staff position filled in 2015
Create a Plan to Maintain & Increase Visibility of Greenway & NHA in Region: An <u>ad hoc</u> committee should be formed to create a calendar of key regional events at which there should be a Greenway presence and recruit staff and board members to serve as representatives at these events, bringing appropriate literature about the Greenway and its programs.	Staff & board members and ad hoc "visibility committee"		Increased regional participation in all Greenway/NHA programs by 2017.
Cultivate the next generation of Greenway Champions: Board members, with the support of the Executive Director, should seek to identify and cultivate additional public officials and public figures who would be willing to advocate on behalf of the Greenway so that the organization maintains a strong cadre of champions who can mobilize federal, state and local government support and public opinion on behalf of the Greenway/NHA. This initiative can be undertaken through the creation of a "Greenway Champions" board committee	Staff & board members	Regional State and Federal legislative delegations	Creation of a "Greenway Champions" board committee

Tactics: Recommended Actions

PRIORITY AREAS & ASSOCIATED ACTIONS	LEAD RESPONSIBILITY	PARTNERS	METRIC
Form Connections (con't.)			
Create an overall development plan to secure expanded funding for the Greenway and NHA, with emphasis on private funding sources: The development plan should identify the funding priorities for the organization, including the Greenway Trail, the “catalytic projects” essential to the work of the Greenway. The plan will identify fundraising goals, sources and sequenced action plan to meet the fundraising targets.	Staff & board members (with the assistance of a professional fundraising consultant)	Federal, State and Local Governments & Private Philanthropies	Creation of a development committee, with full development plan implemented in 2016.
Seek Support for "Gap Analysis" related to completing the Greenway Trail	Staff & board members		Gap analysis completed by 2016.
Create a Plan to Complete the Trail: Using the Greenway Trail “gap analysis” described above, the Greenway/NHA should create a development plan for completing the Greenway trail. The plan would identify the discrete projects needed to complete the gap along with estimated costs. This plan would be folded into the organization’s overall fundraising/development plant and used to attract support from sources that are primarily interested in capital projects.	Staff		Trail development plan completed by 2017.

Role of Board Members

- Fundraising
- Assist the staff by providing with access to connections
- Help raise awareness of the Greenway/NHA among the general public and key stakeholder groups (e.g., local officials, tourism agencies, legislators, etc.)
- Recruit legislative champions at the state and federal level to provide ongoing legislative and funding support for the Greenway/NHA

It may be useful for the organization to conduct regular orientations for new board members and regularly addressing board development at regular meetings of the board.

Next Steps: Drafting the Case Statement & Business Plan

Month	1	2	3	4
Task 1 - Project Initiation & Documentation of Program Success & Existing Conditions	 SPSC Kickoff Mtg			
Task 2 - Assessment of Greenway's current partnerships in region & beyond (months 1 & 2)	 SPSC Review			
Task 3 - Engagement with Board, Staff & Key Stakeholders (months 1-3)	 SPSC Review			
Task 4 - Greenway SWOT Analysis, Committee Meetings & Board Retreat (month 3)			 Board Retreat	
Task 5 - Recommendations for Mission-Driven Partnerships & Programs (months 2 & 3)		 SPSC Review		
Task 6 - Development of Strategy & Business Plan (months 3 & 4)			 SPSC Review	
Task 7 - Board Approval & Implementation of Strategic Plan (month 4)	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> Legend  Project Milestone </div>		IMPLEMENTATION BEGINS  Board Presentation	

Strategic Plan Hudson River Valley Greenway/ Hudson River Valley National Heritage Area

OTHER THOUGHTS?

Board Meeting

June 3, 2014



THANK YOU!

Hudson River Valley Greenway

Hudson River Valley National Heritage Area

Acting Executive Director's Report

6-3-2014

Mark Castiglione

Project and Program Updates:

Greenway Strategic Planning Process Update: Fairweather Consulting has taken everyone's ideas and input and wrestled it all into our draft strategic plan. Informed by the March 28th board retreat, the ideas in the plan will be presented at the June 3rd board meeting. The goals include setting priorities and to create action steps to advance the organizational mission, and maximize impact within the current context, and govern future investments. After receiving input from board members and stakeholder organizations, the consultant has prepared a draft business plan that outlines strategies and next steps. Next steps include the development of a business plan that will focus on development strategies.

Hudson River Valley Ramble Celebrating 15 Years! It's the Ramble's 15th Anniversary! Save the Dates for this year's Hudson River Valley Ramble: September 6-7, 13-14, 20-21, 27-28. Thanks to our 160 event partners last year, the Hudson River Valley Ramble continues to be a great success. [Sponsorships](#) for the Hudson River Valley Ramble are available at all levels. The Ramble website will begin accepting event submissions starting later this month. Let's make the 15th year of the Ramble the best ever!



Bard Rock Designated the 104th Water Trail Site: On Friday May 23rd, paddlers dignitaries and Greenway staff joined partners from the National Park Service to dedicate a new Hudson River Greenway Water Trail site on the Vanderbilt Mansion property in Hyde Park. Scott Keller lead the paddlers including



representative from the Hudson River Watertrail Association. Hyde Park Supervisor Aliene Rohr, Roosevelt Vanderbilt National Park Superintendent Sarah Olson, State Senator Terry Gibson, Karl Beard from the NPS Rivers and Trails Program, Mary Kay Vrba, Executive Director of Dutchess County Tourism and Kimberly Usecwicz representing Assemblymember Didi Barrett were all in attendance. (Photo: Bill Urbin);

Nearly 100 participate in Path Through History / HRVNHA Interpretive Training Workshops: The Mid-Hudson Valley Path Through History regional workgroup, in partnership with the [Hudson River Valley National Heritage Area](#), engaged a consultant to conduct interpretive training at historic sites and museums that were identified through the region's Path Through History initiative. In total, four training sessions were held that included nearly 100 participants from HRVNHA/PTH sites from throughout the region.

65 Sites Participate in National Park Service Passport Stamp Program: The Hudson River Valley National Heritage Area has renewed our involvement with the National Park Service's Passport Stamp Program. In total, 65 Hudson River Valley NHA Heritage Site partners have elected to participate in this program, with each site offering their own personalized stamp. This year we welcome 15 new sites to the program. The NPS Passport Program was started in 1986, and today has more than 1.3 million participants. The Hudson River Valley National Heritage Area first joined the program in 2006, offering this opportunity to our partner Heritage Sites. For a list of sites currently participating,

2014 Path Through History Weekends: Once again, the Greenway is assisting I Love NY/ Empire State Development with administration of the state-wide Path Through History Weekends scheduled for June 7-8 & 14-15, 2014. The Greenway has partnered with the Greater Hudson Heritage Network to assist with day-to-day administrative and communication tasks for the event. www.paththroughhistoryweekends.com

Ulster County Finalizing Draft Greenway Compact Plan: The Ulster County Planning Board convened a technical advisory committee to guide the development of their Greenway Compact Plan, "Live. Work. Play." The committee is continuing to working closely with project consultants, the Regional Plan Association, in finalizing the draft. Following public and stakeholder input, the draft plan will be finalized and tentatively submitted to the Greenway for approval in October 2014. The draft Compact clearly identifies connections between Greenway principles and local values and identifies a framework for resource protection and economic development. In addition, design guidelines will accompany the plan making it a significant tool that communities can choose use to guide development.

Teaching the Hudson Valley Update by Debi Duke:

NEW LESSON PLANS PUBLISHED

- Leaf ID Books, grades 3-12, Technical Education, Science, & Environmental Ed
- Sun Study, grades 6-12, Science and Environmental Education
- Tree Identification, grades 9-12, Science
- Yesterday and Today in Orange County, grade 2, Social Studies and English/Language Arts

STUDENT WORK: six blog posts featured student work from the Writing about Place contest; one blog post and THV's home page slideshow included photos taken by students who participated in an

Explore Award field experience; one blog post featured artwork by students whose teacher developed the related lesson as part of our Using Primary Sources project

SUMMER INSTITUTE: registration for Farms & Food: Teaching the Hudson Valley from the Ground Up, opened May 27. It will be held July 29-31 in Hyde Park. Field experience hosts: Cropsey Community Farm and Rockland Farm Alliance; Different Drummer's Kitchen Cooking School and Normans Kill Preserve, both in Albany; Martin Van Buren NHS and Roxbury Farm, Kinderhook; and Poughkeepsie Farm Project and local school gardens.

Trails:

Greenway Water Trail Promotion/Trip Planning Project: The Greenway has engaged the firm "MapHero" to assist in the development of the map/guides series as well as the website components of the project. Last year, Empire State Development awarded Greenway \$90,000 grant to promote use of the Hudson River Greenway Water Trail. The project includes a series of maps, new smartphone optimized website, itineraries and GPS tools for kayakers. The grant timeline for this project has been extended through summer 2015.

Greenway to apply for CFA Grant to fund "Gap" Analysis: Consistent with a renewed orientation toward the Greenway's trail mission and regional niche in that effort, the Greenway is exploring an application to fund a trail "gap" analysis to build on previous work and to provide a template for future projects to close gaps in a contiguous trail from NYC to Albany.

Legislative Updates:

Greenway Pursuing NHA Reauthorization Bills: Sen. Gillibrand is sponsoring a bill to extend funding authorization for our National Heritage Area program through 2022 (S 1138). Members Lowey, Maloney and Gibson are co-sponsoring in the House (HR 2407). A recent component of the legislative strategy focuses on gathering reciprocal cosponsors from the other members sponsoring similar bills to extend other NHAs. In FFY 2014, the Greenway will receive \$491,000 from the NPS.

Greenway Pursuing National Heritage Area Program Bill: While the HRVNHA's funding authorization was extended through federal fiscal year 2015, we will still aggressively pursue a longer-term solution through reintroduction of the National Heritage Areas Act. Previous versions of the National Heritage Area Act were co-sponsored by Members Paul Tonko (D-NY) and Charles Dent (R-PA). The Act would create a system of National Heritage Areas similar to the National Park system. Currently, the 49 National Heritage Areas are all independent partners with the National Parks Service. This bill will establish clear roles for the NPS and establish base funding for Heritage Areas within the NPS budget. We anticipate a 2014 version of this bill will be reintroduced shortly.

Staff Updates:

Author Series: Scott Keller & The Hudson River Water Trail Guide

On Sunday May 4th, [The Beacon Institute for Rivers & Estuaries](#) Sunday Author Series featured the Greenway's own Scott Keller, discussing his contribution to the [Hudson River Water Trail Guide](#). The [Hudson River Greenway Water Trail](#) is a 256 mile, 103 site water trail from Whitehall, New York to Battery Park in Manhattan. In 2012 HRGWT was named one of the first nine National Water Trails by the US Department of the Interior. The Hudson River Water Trail Guide is a helpful guide to this important natural recreational resource.



Board Member Updates:

Board Member Update:

J. Winthrop Aldrich Appointed to Greenway Board. In April, Governor Cuomo appointed Wint Aldrich to the Hudson River Valley Greenway Communities Council. Wint fills one of the Governor's two appointments to the Council. Wint has been an advocate and ally of the Greenway from the start. For twenty years beginning in 1974 he served as a special assistant to six successive New York State Commissioners of Environmental Conservation and as Executive Secretary to the State Nature and Historical Preserve Trust. From 1994 to 2003 and again from 2007 until 2010 Wint Aldrich served as New York State Deputy Commissioner for Historic Preservation, a post at the Office of State Parks.

Grants Updates

Grants Completed since March 28, 2014

Teaching the Hudson Valley EXPLORE AWARDS

Trips completed this quarter

- Averill Park HS, 50 students to Historic Cherry Hill (Albany)
- City of Kingston Parks & Rec after school program, 30, grades K-12, sail from Poughkeepsie on the Mystic Whaler with Clearwater staff
- Glenham ES, Beacon, 80, grade 4 to Long Dock Park with Scenic Hudson educator
- M.C. Smith IS, Hudson, 540, grades 3-6, Earth Day celebration, "Seeds of Change," featuring local farms and historic sites at the school
- Questar III/Catskill Academy, 30, ages 9-19, Tideline program with Clearwater staff at Dutchman's Landing, Catskill

County	Community	Project	Grant Type	Grant Awarded	Project Total	Grant Completion Date
Dutchess	Hudson River Environmental Society	Publication of transactions from conference "Environmental History of the Hudson River"	Quad	\$3,000.00	\$22,200.00	03-Apr-14
Albany	City of Albany OBO Historic Albany Foundation	Historic Structure Inventory	Council_Planning	\$4,900.00	\$20,800.00	09-Apr-14
Ulster	Town of Saugerties	Consulting fees for an inventory of wetlands, and identifying and mapping habitats and ecological communities throughout the Town	Council_Planning	\$4,756.93	\$20,000.00	16-Apr-14
Rensselaer	Town of Brunswick	Town of Brunswick Comprehensive Plan Update	Council_Planning	\$5,000.00	\$62,370.00	16-Apr-14
Albany	Town of Rensselaerville	Farm Brew Cooperative	Council_Planning	\$5,000.00	\$26,180.00	17-Apr-14
Dutchess	City of Beacon	Fishkill Creek Greenway and Heritage Trail	Conservancy	\$6,500.00	\$13,000.00	21-Apr-14

Grants Awarded since March 2014

Teaching the Hudson Valley Explore Awards Grants made this quarter for spring or summer trips

- Clifford Miller MS, Kingston, 100, grade 7 to Clermont State Historic Site
- Fostertown ES, Newburgh, 105, grade 2 to Washington's Headquarters, Purple Heart Museum, New Windsor Cantonment, and Newburgh City Fire Department
- Germantown CSD, 40, grade 4, to Clermont State Historic Site M.C. Smith IS, Hudson, 140, grade 4, to Clermont State Historic Site
- Sanfordville ES, Warwick, 90, grade 1 to Hudson Highlands Nature Museum

- T. C. Cornell Academy, Yonkers CSD, 165, grades 2-5 to Science Barge and daylighting of the Yonkers River
- Viola ES, Ramapo CSD, 85, grade 5 to Esopus Meadows, Tideline Program with Clearwater staff

2014 Heritage Development Grant Program			
Applicant	Project Name	Summary of Project	Amount
Putnam History Museum	West Point Foundry Permanent Exhibition	The Putnam History Museum has made a request for HRVNHA grant funding for the permanent installation of the West Point Foundry history. Installation will include photographs, objects, paintings, and digital displays that tell the sites history. This project directly supports historic and cultural preservation as well as education. The exhibition will illustrate that the foundry was one of the earliest examples of industrialization in the nation, connecting the important role that the Hudson River Valley corridor played in our nation's economic development.	\$ 5,000.00
Dutchess County Department of History	Exhibit Collections Training: Hacking the Museum	This project will offer an educational opportunity through history instruction throughout the region. The program will offer four days of training that focus on the exhibition process, divided into two sessions in northern and southern Dutchess County for a total of four days. The program will offer an interactive workshop, producing exhibit storyboards, ways of exploring community engagement opportunities for promotional purposes using social media, and hosting exhibits online. The project will target smaller institutions that lack professional staff in order to help better prepare their staff to promote their organization/site.	\$ 5,000.00
Crailo State Historic Site/Friends of Crailo	Exhibit: Understanding the Afro-Dutch Experience in New Netherland	This project is for a temporary and traveling exhibit: Understanding the Afro-Dutch Experience in New Netherland, which explores the little-known world of free and enslaved blacks in colonial New Netherland and New York. Funding will go towards the image rights and reproductions from cultural institutions throughout the world. These images have been carefully selected and offer some of the only evidence of the Afro-Dutch presence during the 17th-18th century. This exhibit is categorized under the Freedom and Dignity and Programming and Interpretation themes.	\$ 5,000.00
Town of Hyde Park	Walking Tour of Hyde Park Historic District	This project will produce a brochure with photographs and a map, as well as be produced in a digital format as a webpage for a walking tour of Hyde Park's historic core. The historic core includes 35 National Registered Historic Places on the Route 9 Corridor. Such sites will include Vanderbilt Mansion and the expansive FDR Site. The purpose of the project is to provide a more comprehensive tourism resource which highlights the town's architectural and historic significance.	\$ 2,500.00
Holland Village Inc./ New	Cultures and Commerce in the Colonial Hudson Valley	The proposed program consists of a 3-day encampment on the upper portion of the Corning Preserve where the Replica Ship Half Moon will dock as part of the	\$ 5,000.00

Netherland Museum		program. Re-enactors will share the history and culture of Europeans and Native Americans during the 1600's, and attendees will be invited to board the Half Moon. The funding will go towards maintaining the Half Moon at the Corning Preserve. This includes docking, gangway installation-maintaining a space between the ship and the shoreline. The program is meant to illustrate the role that the Hudson River played during the Colonial era as corridor of commerce between the European and Native American cultures.	
Rensselaer County Historic Society (RCHS)	Bringing History to River Street Festival	The proposed project will include the instillation of a vendor booth as part of the River Street Festival in downtown Troy. RCHS volunteers and staff will engage festival participants, making them aware of history tours, year-round programming, and other events. RCHS staff will also offer two, one-hour walking tours of downtown Troy, highlighting the city's architecture, history, industry, and commerce. RCHS will also open the Hart-Cluett House for additional outreach and educational opportunity during the festival.	\$ 1,500.00
Thomas Cole National Historic Site	2014 Exhibition: Master, Mentor, Master: Thomas Cole & Frederic Church	Funds will go towards the new exhibition: <i>Master, Mentor, Master: Thomas Cole & Frederic Church</i> , which thematically unites Olana and the Thomas Cole House. The exhibition will educate visitors as to how the Hudson River Valley came to be the epicenter of America's first art movement. The exhibition program at the Thomas Cole site is an important part to the organization's long-term viability and success, bringing in new visitors, while helping to bolster the region's economy.	\$ 5,000.00
Albany Institute of History & Art	Online Exhibition Project: Making of the Hudson River School	The Albany Institute of History & Art will use funds to create an online exhibition, <i>The Making of the Hudson River School: More than the Eye Beholds</i> . This online exhibition will derive from the 2013 Albany Institute exhibition of the Hudson River School of Art, however no catalogue was published for this past exhibition. Funds will go towards hiring a consultant to create the online exhibition which includes uploading prepared image files, text, constructing the exhibition, and testing the exhibition's web functionality. Specifically the Albany Institute wishes to develop a narrative of landscape art in America and the Hudson River School of Art, make available all 133 objects displayed in the 2013 exhibit (39 works of which from private collections-permission has been obtained to publish), and 94 works from the Institute's own collection, along with interpretive text and labels.	\$ 3,326.00
Columbia County Historical Society	Van Alen Site Signage	The CCHS will use funds to create 3 outdoor interpretive wayside signs for the 1737 Luykas Van Alen House. The signs would be used to educate visitors about the site, follow specifications outlined by the NPS, and fabricated by Fossil Industries of Deer Park NY. Panel 1 will explain the history of the house, successive generations of Van Alens who lived there, and CCHS subsequent acquisition and restoration. Panel 2 will discuss Dutch architecture in the region and the site, and Panel 3 would discuss the landscape as a former working farm and site archeology. They find that with	\$ 2,249.00

		the newly opened Kinderhook Dutch Farming Heritage Trail, connecting the Van Alen property with the Martin Van Buren NHS, visitation has increased and signage is needed for the site.	
Historic St. Agnes Cemetery	Interpreting Old Cemeteries from a Cultural and Historical Perspective	This project will implement an interpretative program that revolves around iconography/history/and cultural perspective examples found throughout the cemetery. Through workshops, classes, tours and lectures at the Historic St. Agnes Cemetery, the site will offer a diversified program linking history and preservation with education.	\$ 1,500.00
Historic Cherry Hill	Albany Milestones: The 15th Annual Albany History Fair	Funds will go towards project planning, promotion, fair presentations, and evaluation at the Albany History Fair. Categories include Marketing and Promotion, Nature and Culture, and Programming and Interpretation. This project will be presented Sunday, May 4th at the Historic Cherry Hill. This event promotes the Capital region's historic resources while highlighting the preservation and interpretative work currently being done in the area. The fair includes presentations, exhibits, music, tours, and demonstrations.	\$ 2,500.00
Samuel Dorsky Museum of Arts at SUNY New Paltz/ The Research Foundation	Hudson Valley Visual Art Collections Consortium Planning Project	The funding will go to the development of the Hudson Valley Visual Art Collections Consortium for a conceptual plan for growth. The planning project seeks to draw attention to the regions art and cultural heritage. By planning for continual growth through strategic acquisition of art objects while expanding its digital database of art objects from other Hudson Valley organizations, the Consortium is also developing a Hudson Valley Regional Art Collections Study Center to house and preserve and access the region's art collection.	\$ 2,425.00
Friends of Schuyler Mansion	Meet the Characters of Schuyler Mansion Video Visitor Center Component	Funds will go towards a video component as part of the reinterpretation of the visitor center's 20 year old exhibit. The new feature interpretive component will consist of an exhibition that will familiarize visitors with the American Revolution, Colonial era social and political issues, and Major General Philip J. Schuyler. The video will be part of the exhibit: <i>Meet the People of Schuyler Mansion</i> .	\$ 4,500.00
Historic Albany Foundation	Historic Walking Tour Mobile Phone App	This project would create a mobile phone app for walking tours of Albany's historic neighborhoods, streetscapes, and sites as part of the PAST's program and the City of Albany's concerted effort to promote heritage tourism. The app will include information on buildings along the tour route, include historic photos, maps, and documents in order to help participants better understand the significance of the tour route. The app will be begin with one tour for the 2015 tour season and increase yearly to eventually have a library of 30+ tours.	\$ 4,500.00

Greenway Communities and Compact Grants

City of Albany	Buckingham Pond Targeted Natural Resource Inventory	A project to assess conditions and identify strategies to keep the water body healthy in the long term.	\$8,275
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Town of Rensselaerville OBO Helderberg Farm Brewery, T'sO Berne, Knox, Westerlo-	Helderberg Brewshed Farm Brewery Incubator Business Plan Development	Project builds on a previous Greenway Grant and seeks ways to grow farm brewing and local production of brewing ingredients.	\$10,000
Town of North Castle	Town of North Castle Comprehensive Plan Update 2014- Public Outreach- Mindmixer	Project will enhance public outreach associated with the Town's comprehensive plan.	\$7800