



## ***Tenth Annual Meeting:***

# **Yesterday, Today and Tomorrow: Celebrating a Decade of Success; Engaging the Next Conservationists and Challenges**

**October 21-22, 2018 National Conservation Training Center, Shepherdstown WV**

### **Purpose/Theme:**

Ten years ago, many of the partners who now make up the Chesapeake Conservation Partnership gathered for the first time to develop strategies for advancing land conservation and public access. A decade of success and a stronger commitment to land conservation throughout the Chesapeake watershed have followed. We celebrate this at our tenth annual meeting.

At the same time, the coming decade is even more important, and it's time to engage with it. We focus on the crucial challenges ahead, and engaging the conservationists needed for the next ten years of success and beyond. We will have structured inquiries on two major issues and how we can adjust our work to address them.

### ***Monday Morning:***

**10:30 AM Welcome, Introductions and Agenda Overview:** Co-conveners Wendy O'Sullivan of the National Park Service and Joel Dunn of the Chesapeake Conservancy will welcome us with initial remarks. Our facilitator Bill Potapchuk will lead introductions and review the agenda.

**11:15 AM Keynote: Telling the Full American Story and Preserving Those Resources -- Brent Leggs**  
Brent Leggs is Director of the African American Cultural Heritage Action Fund, a \$25 million fundraising and preservation campaign of the National Trust for Historic Preservation to protect and preserve the story of African American activism, achievement, architecture, and beyond. He is also Assistant Clinical Professor at the University of Maryland's Graduate Program in Historic Preservation. A Harvard University Loeb Fellow, he is author of *Preserving African American Historic Places*, considered the "seminal publication on preserving African American historic sites" by the Smithsonian Institution.

**12:10 PM Partnership Initiative Updates 1**

- Next steps in assessing land conservation funding -- including interviews to guide development of a web platform

**12:15 PM Lunch (Dining Hall in the Commons)**

**1:30 PM Success Stories 1:** We will showcase a series of success stories in five minute segments at various points during the meeting. The first two:

- Josh Saks, Deputy Secretary of Natural Resources, Commonwealth of Virginia
- Nita Settina, Superintendent, Maryland Park Service

**1:45 PM Urban Communities, Demographics and Land Conservation:** Seventy percent of the watershed population lives within urban areas. Millennials are moving to urban areas in increasing numbers. Yet significant urban communities have not seen sufficient direct benefits of land conservation in their daily lives. *How do urban communities think of land protection and what are their needs? How might the Partnership be more responsive to meeting the identified needs of urban populations and disadvantaged communities over the next decade?*

We will have an initial orientation to the subject with two knowledgeable experts:

- Maite Arce, President & CEO of the Hispanic Access Foundation
- Mark Conway, Executive Director, Baltimore Tree Trust

We will also briefly share some recent mapping analysis that may provide additional context.

We will then engage in conversation designed to explore how the Partnership and its members can respond to the challenges and opportunities in urban communities in the coming decade.

**2:30 PM Break**

**2:50 PM Success Stories 2:**

- John McCarthy, Piedmont Environmental Council
- Brett Glymph, Executive Director, Virginia Outdoors Foundation

**3:00 PM Urban Communities, Demographics and Land Conservation (Continued):**

**4:15 PM The Partnership's Draft Strategic Plan:** We will provide a concise overview of the Partnership's strategic plan, as context for our current initiatives and a discussion on priorities and direction tomorrow morning.

**4:30 PM CCP Initiative Updates 2**

- The Partnership's Messaging Narrative
- Scenic landscape impact assessment methodology project
- Drinking water source protection mapping and analysis

**5:00 PM Closing Reflections**

**6:00 PM Dinner** (Dining Hall in the Commons -- Dinner is available 5:30-7:00)

**7:30 PM A Visit with John Muir** (The Roosevelt Room in the Commons): Pick up a glass of wine or beer in the bar and gather in the Roosevelt Room for a visit with John Muir. Over a century ago, the watershed and the nation faced a consequential environmental turning point, as the deforestation of the 19th century took hold. The result was a hundred years of dedicated land conservation. After some words from Muir, we'll reflect on this and have a

relaxed conversation about the implications and differences we face today.

***Tuesday Morning:***

**Breakfast is available beginning at 6:30 AM**

**8:30 AM Agenda Review**

**8:35 AM Success Stories 3**

- Lauren Imgrund, Deputy Secretary, Pennsylvania Department of Conservation and Natural Resources
- Rob Etgen, President, Eastern Shore Land Conservancy
- Kristin Thomasgard, Readiness and Environmental Protection Integration (REPI) Program Director, Department of Defense

**9:00 AM The Climate Crisis and Forest Conservation:** Given increasing global heating, the effects of climate change, or its mitigation, will affect the conservation of farms, forests, habitat and heritage throughout the watershed. This session will focus on how the demand for carbon sequestration opportunities could positively influence land protection -- and what should be done to prepare for it.

- Peter Stein, Managing Director, The Lyme Timber Company, will provide a brief overview on how land conservation mitigates climate change and will help us understand how private capital investment and other financing programs works related to carbon sequestration

We will then engage in a strategic conversation which will explore opportunities on how this approach could work in the Chesapeake watershed with a focus on scale and action.

**10:00 AM Break**

**10:20 AM The Climate Crisis and Forest Conservation (Continued):**

**11:00 AM CCP Initiative Update 3**

- Private Capital Investment
- Conservation Finance Workshop

**11:15 AM Strategic Direction:** Yesterday we outlined the elements of the Partnership's draft strategic plan. We will use this time to reflect on some questions and how what we have discussed and learned over the course of the meeting should guide our most immediate priorities.

**12:15 PM Closing Thoughts**

**12:30 PM Adjourn and Lunch**