



# Ninth Annual Meeting

October 23-24, 2018

**National Conservation Training Center  
Shepherdstown, WV**

## Purpose

Participants in the Chesapeake Conservation Partnership's ninth annual working meeting will:

- Explore where we stand relative to national best practices for landscape scale conservation
- Discuss a proposed communications and messaging framework to support achievement of land conservation goals
- Consider findings from a new report on options for mitigating energy infrastructure projects
- Review brand new, innovative mapping and analyses for key land conservation goals, including leveraging massive amounts of crowd-sourced data
- Discuss a draft of the first annual State of Chesapeake Conservation report
- Receive updates on developments on conservation finance

## TUESDAY, OCTOBER 23<sup>RD</sup>

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11:00	<b>Welcome, Introductions, Agenda Overview</b> <ul style="list-style-type: none"><li>● Welcome from Joel and Chuck</li><li>● Introductions</li><li>● Overview of Agenda</li></ul>
11:15	<b>Pathways Forward: Progress and Priorities in Landscape Conservation</b> <p>The Network for Landscape Conservation recently released a new report which assesses the state of the field, showcases many innovative examples, and recommends ways to further advance this essential conservation approach based on best practices in 5 areas. Emily Bateson, Coordinator for the Network, will present the report and lay the groundwork for our exercise on Wednesday.</p>
12:00	<b>Lunch</b>
1:15	<b>Communications, Messaging and Strategy</b> <p>The Partnership has engaged Spitfire Strategies to help us develop a communications strategy and messaging framework to support our collective work in land conservation. Spitfire will share the results of research on existing messaging and media coverage and of a series of stakeholder interviews. We will then explore a draft messaging framework and discuss how it works in supporting the goals of the Partnership and its members.</p>
2:30	<b>Break</b>
2:45	<b>Communications, Messaging and Strategy (continued)</b>

3:15	<b>State of Chesapeake Conservation</b> At last year’s annual meeting, the Partnership embraced the concept of a “State of Chesapeake Conservation” report. We’ll use this time for an overview of success stories, the status of land protection, conservation funding source trends, and opportunities.
4:00	<b>Partnership Conservation Mapping and Analysis</b> The Partnership has continued to move forward in mapping the watershed. In this session we will focus on how we are democratizing conservation values and on human health with new draft maps on public water supplies and park access.
5:00	<b>Reflections and Preview of Day Two</b>
5:15	<b>Head to Dinner</b>
7:30	<b>Informal Networking and Conversation</b> This will be in the Roosevelt Room.

**WEDNESDAY, OCTOBER 24<sup>TH</sup>**

8:30	<b>Agenda Review and Reflections from Day 1</b> <ul style="list-style-type: none"> <li>● Overview of Agenda</li> <li>● Reflections</li> </ul>
8:45	<b>How Are We Doing?</b> In the <i>Pathways Forward</i> report from the Network for Landscape Conservation there are five year challenges and benchmarks for each of the five major areas of work. We will use the challenges and benchmarks to drive table conversations focused on our progress and opportunities. Following the table conversations, we will discuss our learnings in plenary.
10:15	<b>Break</b>
10:30	<b>New Approaches to Mitigation Policy</b> The Partnership commissioned an assessment of state-level options to better address mitigation challenges. Last year, we heard a preview. This year we’ll get an overview of the final draft report and recommendations. And we’ll talk about some follow-up actions, including developing a standard scenic landscape impact assessment methodology.
11:15	<b>Conservation Finance News</b> This session updates us on several initiatives related to financing conservation, including: a recently funded “Chesapeake Conservation Finance Intensive Workshop”; crediting conservation and the Chesapeake TMDL; and a pilot project on private capital and public funding models for forest and agriculture conservation and retention.
12:00	<b>Moving Forward</b> We will engage in a conversation about major areas of work for the coming year.
12:20	<b>Closing Comments and Reflections</b>
12:30	<b>Adjourn and Lunch</b>