

**C & O CANAL TRUST, INC.**  
**AGENDA: MEETING #67 OF THE BOARD OF DIRECTORS**  
**By Videoconference hosted by C&O Canal Trust**  
**June 11, 2021**

**Attendance**

John Guttmann, Chair - present  
Francis Grant-Suttie, Vice Chair – present  
Bert Swain, Treasurer - present  
Anthony Stacy, Secretary - present  
Gay Barclay, Board Member - present  
Paul Bremer, Board Member - present  
Steve Chaudet, Board Member - present  
Randy Cone, Board Member - absent  
Mary Ann Fisher, Board Member - absent  
Marc Grossman - present  
Paul Juola, Board Member - present  
Paul Krogh, Board Member – present  
Tara Lowe, Board Member, absent  
Robert Mertz - present  
William Newman, Board Member - present  
John Schnebly, Board Member - absent  
Dan Spedden, Board Member - present  
Cory Van Horn, Board Member - present  
Jonathan Warner, Board Member – present

Tina Cappetta, CHOH Superintendent – present  
Anthony Bates, CHOH Partnerships Coordinator - present

Aidan Barnes, Director of Programs and Partnerships - present  
Jane Neff, Office Administrator - present  
Lauren Riviello, Director of Development - present  
Heidi Schlag, Director of Marketing and Communications - present  
Robin Zanotti, President – present

**I. Welcome and Introduction**

Board Chair John Guttmann called the meeting to order at 9:30am and welcomed Canal for All Coordinator Liz Janelle. She is unable to attend this meeting but will attend in the future.

MSC to approve the minutes of the March 19 meeting as amended.

**II. Chairman’s Report**

The Board Chair had the opportunity to visit the new CHOH park headquarters in Williamsport. He is impressed and hopes to have a Board meeting there soon.

The Trust finished the calendar year in great shape. The same is trending in 2021.

The Trust is continuing to adjust in terms of what replaces our traditional Park After Dark and is off to a great start again. All have discussed the important aspects of 2020 and 2021, but the bulk of the credit goes to the staff.

### **III. President's Report**

Robin Zanotti said she is looking at a return to office plan, with a hybrid model being considered; some element of virtual will be retained. Record breaking Canal Quarters occupancy continues and the enhanced small group approach to Canal Community Days is engaging more volunteers.

Most of the COVID relief funds received by the Trust will likely turn into grants. The Trust is ahead of budget in all the key areas so far this fiscal year. Two donors would like to collaborate on donating \$1 million to rehabilitate a lockhouse. We are currently exploring which lockhouse to rehabilitate.

Towpath Forever is a FY22 priority. Some of these funds will go towards supporting rare plants, including those on the Billy Goat trail. Towpath resurfacing is continuous from MM 22 to MM 73, with MM 168 to 173 scheduled to be resurfaced.

Trust staff is unpacking at the new offices but phones still don't work. Remaining board meetings this year are October 8 and December 10.

### **IV. Superintendent's Report**

Superintendent Tina Cappetta reported that summer visitation is picking up. NPS is in the process of re-watering certain areas of the canal, including from Great Falls to Swains Lockhouse. Widewater is low because of issues with the log wall. Georgetown is being re-watered. Reeds are being cut in anticipation of the canal boat arriving. The boat is scheduled to arrive on July 9 and could be operational in September.

There are outdoor pop-up tents in Cumberland seven days/week, mostly in the middle of the day. Meet the mules should be back in the middle of July. The Secretary of Interior is supposed to visit/open the new park headquarters; date is pending. NPS is stabilizing the historic buildings on the property adjacent to the headquarters.

The park will benefit from passage of the Great American Outdoors Act. Projects to be funded include stabilizing the Dam 5 abutment and another critical project that can't be discussed yet. The design concept plan for Great Falls is scheduled for FY22, but there is no scheduled start date. NPS will have civic engagement to collect public comments about the Billy Goat Trail system in anticipation of the upcoming study.

There are currently outdoor pop-up tents at the Great Falls visitor center. NPS will assess opening interior spaces, especially larger ones, in the coming months.

### **V. Committee Reports**

#### **PROGRAM**

Francis Grant-Suttie announced that Paul Bremer has agreed to join the Program Committee. Community Days at Great Falls is a great program that is expanding volunteerism, even with small groups. Canal Stewards is also doing good work, especially cleaning up trash in the park.

Aidan Barnes expressed gratitude to Rod Newton. He is a driver of all our programs that occur in the park and has learned to be flexible during the pandemic. Canal for All was able to be brought back during the pandemic. The program is expanding geographically and programmatically, which means more kids are in the park. The program is now expanding into Washington County.

There were 120 volunteers at two Canal Community Days events this quarter. Organizations that committed funds and/or volunteers include Coalition for the Capital Crescent Trail, Devil's Backbone Brewery, Toll Brothers and Clark Construction. Canal Quarters occupancy is at record numbers. Much of this success is due to publicity from media. The number of guests is now over 2,000 and net income to date is \$12,273.

There are now 41 Canal Stewards working on multiple projects throughout the park. The Trust is looking to hire a new coordinator and one of the volunteer stewards has applied. The Canal Towns Partnership re-elected their board officers this week. There are currently ten participating towns. The Towpath to Town brochure has been updated and the tenth anniversary of the Canal Towns Partnership is September 17.

There are plans to have the next program committee meeting in Hancock.

#### DEVELOPMENT

Paul Juola announced that the Trust's first endowment is now established by a gift from the Henry Diamond Fund to support natural resources in the park. He expressed thanks to John Guttman for his effort to make this happen. Henry Diamond was one of the founding partners of his law firm and a leading legal figure for conservation in the United States. He was devoted to national parks and for many years was one of Laurance Rockefeller's personal attorneys. He helped with creating the USVI National Park. Henry's connection with C&O Canal is that one of his stepsons started his career at the park. The firm decided to make several charitable contributions in his memory, including one to the Trust. John stated that the Trust is making great strides in legacy giving. This is another example of a broader model of the Trust's capacity.

Lauren Riviello stated that as of the end of April, unrestricted giving is up 37% and there is a 5% increase in restricted giving. Overall, giving is up 30%. There are 97 William O. Douglas members, with nine new members over the last quarter. The Trust is making good strides in legacy giving through the Potowmack Society. There are two new members this quarter and ten overall. Board giving so far this fiscal year is \$25,300 and the Next 50 Years Campaign has raised \$357,916 towards its \$500,000 goal.

There are 16 benches being installed in August as part of the Bench Program. The total number of benches installed so far is 57. Grants received during the past quarter include the National Park Trust (\$25,000 for Canal for All), REI Co-Op (\$10,000 for Canal Community Days) and the Mary K. Bowman Fund for Historical & Fine Arts (\$5,000 for Canal Classrooms).

There are 62 participants registered for Towpath Go with \$41,500 pledged. Sponsorships to date include Hollywood Casino at Charles Town Races (\$1,000) and the Bavarian Inn Resort and Brewing Company (\$500). Canal Community Days has raised \$29,000 towards its \$40,000 goal.

Lauren presented two different options for a fundraiser that will preserve the Park After Dark brand so the Trust can resume it after COVID. This year's event will be a 50<sup>th</sup> Anniversary Celebration for the park. A video will be made to help celebrate the 50<sup>th</sup> anniversary.

#### COMMUNICATIONS

Heidi Schlag reported that the Trust's online presence and social media continues to climb. The Route One apparel partnership was launched in March and 214 shirts are already sold for \$5,046 in sales. Five new shirts are under consideration and may be put online so people can vote on their favorite design.

New icons and mile markers were added to the mobile app. There was extensive coverage of the park during the past quarter, with an earned media value of \$66,735,156. Canal Quarters had record high sales in February through April. The park's 50<sup>th</sup> anniversary is being celebrated through the libations trail, sweet and savory trail and a photo contest, where 80 photos were submitted.

A visitation study conducted by the Maryland Office of Tourism showed that 1.3 million visitors traveled 50 miles or more to visit the park (25% of visitors). 85% visited towns in the region, with an average stay of 2.5 days and average party size of 3.1. The average visitor age is 40 and visitors spent \$335/trip and \$962/party. Total economic impact is \$254 million.

#### GOVERNANCE

Bill Newman will be reaching out to Board members with terms expiring and determining, if eligible, if there is interest in renewing for another two-year term.

#### FINANCE

Bert Swain stated that the Trust currently has over \$1 million in cash and \$750,000 in net assets (split between restricted and unrestricted). The Trust is in the process of working on an investment policy and basic guidelines on how to properly handle cash.

#### **VI. Adjournment:**

The meeting adjourned at 11:45 am. The next meeting is scheduled for October 8, 2021.