

Stories..

EASTERN SHORE HERITAGE NEWSLETTER - WINTER 2005

What Is a Heritage Area?

Heritage Areas share the same geography, culture, and history. They are initiatives found across the nation, in response to an important trend in tourism development, heritage tourism. Market research indicates that heritage tourists spend more money, stay longer and contribute more to sustainable economic development. They tend to have higher incomes and education levels, and more interest in shopping and higher cost meals and accommodations.

Maryland began its heritage area program in 1996, recognizing that many of the state's visitors come to enjoy its history and environment. The Stories of the Chesapeake Heritage Area became a recognized Heritage Area in 2000.

Its Significance...

The Stories of the Chesapeake Heritage Area occupies one of the oldest working landscapes in North America, one of the last and largest intact and early American landscapes to be found anywhere. Stories of colonization, agriculture, maritime industries, religious development, and Abolition and the Underground Railroad are especially well represented in the landscape, settlements, and buildings to be seen and experienced here.



Photo by Michael Roe

Follow the Water...Follow the Land

One of the most unique features of our Heritage Area is the combination of good farmland and good fishing grounds. Where else are there rich soils and a fertile estuary side by side on the Atlantic coastline? The rocky, glacial coast north from Manhattan and Long Island, and the swampy coastal areas south from Manhattan to Florida are penetrated deeply only by the Chesapeake Bay and Delaware Bay to create the Delmarva Peninsula.

The Stories of the Chesapeake Heritage Area was a major interchange on the global highway of the 18th century, the water, providing access to markets in Europe and elsewhere, and allowing residents easy water travel.

The Chesapeake Bay and its rich natural resources are still determining the pattern
Cont'd. on p. 8

Skipjacks, Log Canoes, & Other Sailing Vessels

A long list of skipjacks, log canoes, and other historic sailing vessels from our heritage area are found in the National Register of Historic Places. Some of these are now on exhibit; others have been moved. Here's the list we have to date, including some not on the register.

CAROLINE COUNTY

1. Maggie Lee

KENT COUNTY

1. Bernice J.
2. Queen Anne's
3. Elsworth
5. Island Image
6. Silver Heel

QUEEN ANNE'S CO.

1. Mystery

TALBOT COUNTY

1. E. C. Collier
2. Kathryn
3. Maggie Lee
4. Minnie V
5. Nellie L. Byrd
6. Ralph T. Webster
7. Rebecca T. Ruark
8. H.M. Krentz
9. Thomas Clyde
10. Mamie M. Mister
11. Catherine M. Lee
12. P.E. Pruitt
13. Bessie M.

Cont'd. on p. 8



Stories
OF THE
CHESAPEAKE
HERITAGE AREA

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What Is This?
See Page 7!



Where are the places
you love to see and visit?

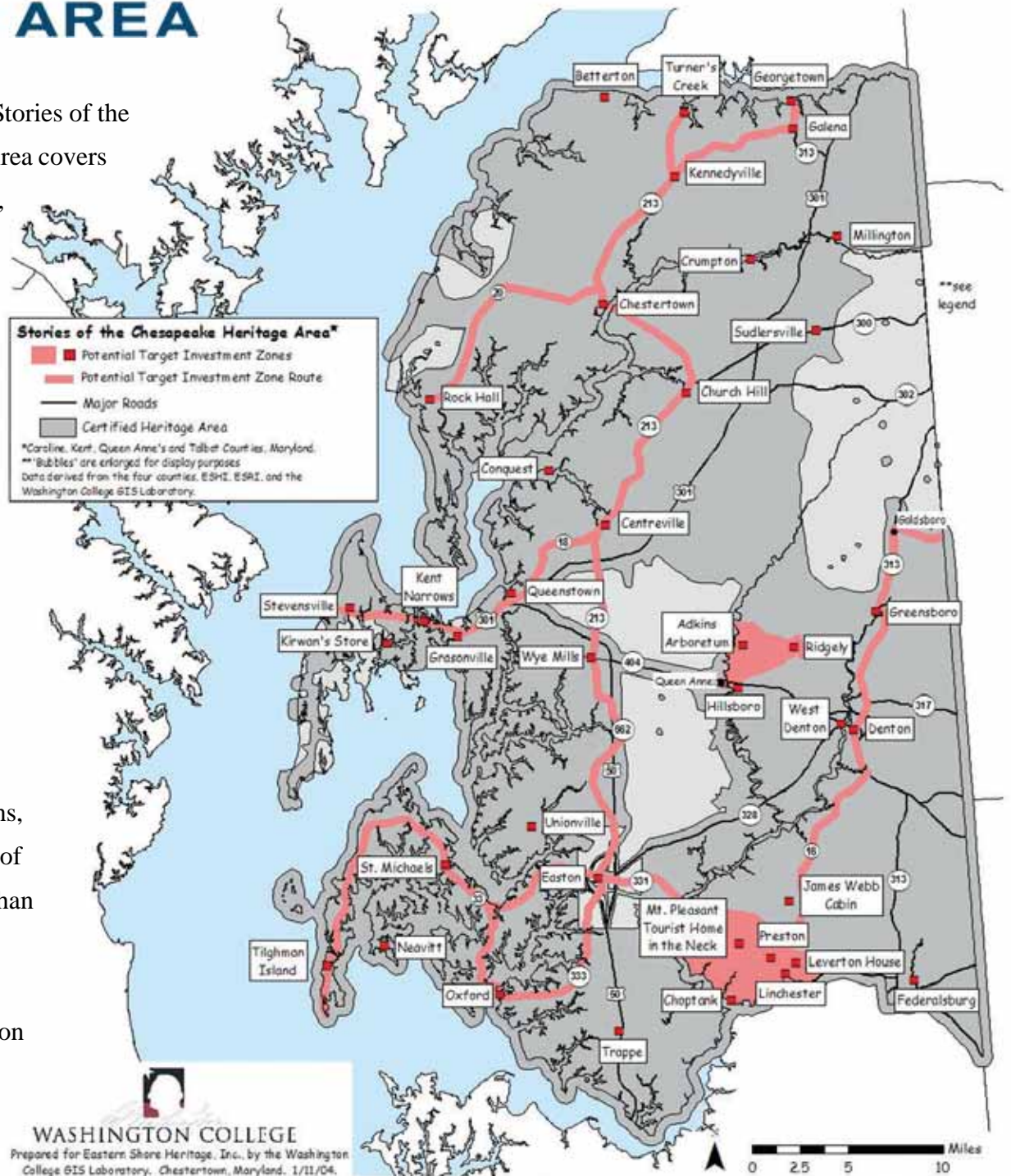
Want to take photos
of such places in Kent and
Caroline Counties as part of
a new project? Learn more
on our web site at:

www.easternshoreheritage.org

Preserve, Protect, Interpret & Promote the Natural, Historical & Cultural Resources
of the Stories of the Chesapeake Heritage Area

Stories OF THE CHESAPEAKE HERITAGE AREA

The Proposed Boundary of the Stories of the Chesapeake Certified Heritage Area covers 1200 square miles, four counties, 21 incorporated municipalities, and a host of unincorporated settlements. Founded as Kent County in 1642, which was divided over time into Talbot County (1662), Queen Anne's County (1706), and Caroline County (1773), the region is one of the earliest in North America to have been settled by British Europeans and Africans. Rich in prehistoric and historic cultures, history and natural history, and lore, traditions, and experiences, it retains much of its early character. Today, more than 120,000 people reside here, and approximately one-third of the local economy still is reliant on the natural resources – farmland, forests, and fisheries – that first drew Europeans to explore and later settle and trade here.





Field Notes...

From the Desk of the Executive Director

(Note: I wrote this back in early 2003, just as our planning effort was gathering steam and I at last felt settled in my new home. Rather than try to create something new for this column, I thought I would share this with you, as the waterfowl settle in for the winter. This little piece is as true today as it was then – and may it always be so.)

It was about 7:15 one dark evening in early March. As I was walking out to the car, I heard an odd cry overhead, almost a barking sound. What could it be? As I looked all around, I saw a pair of tundra swans, unmistakable profiles of their long necks and heavy bodies silhouetted against the navy sky. As their white wings caught the light of Chestertown just below, they rivaled the stars. It was breathtaking, and I paused a moment to savor the cold night air, two small white clouds floating lazily by just overhead, the sight of the stars twinkling brightly.

What a blessing to live in a river town, where the cry of wintering birds overhead, or off in the distance in the marshes of Radcliffe Creek, rivals the sound of the nighttime traffic a block away, I thought, woolgathering. And my neighbor, happening to walk outside a moment later, caught me staring at the sky. He grinned and said, don't they have geese where you're from down South? They fly at night with the full moon, he said. And the hunters hate full moons, when the geese are too tired to fly in the dawn into their waiting guns. No, I said, although I once saw a pair of tundras pass overhead on the western shore. I remembered their sound then, that harsh, lonely cry. I waited a moment longer, hoping they might circle back, and then went back inside, my errand forgotten.

It has been ten months since I became executive director for Eastern Shore Heritage, Inc., and only six since I pulled up stakes and made the Eastern Shore my home. It is at moments like these that I realize that only by living here can we truly be open to the wonder of this place, and I am grateful for the chance to learn this in countless small ways.

What interpretation or photo or literary work can substitute for the actual sight and sound of those wild birds? They are a part of the closely woven tapestry of life here, small daily things. As we work to identify and protect our heritage, will we find a way to tally these? To protect those grace notes of life?

I have been puzzling for some time about the thing that makes this place different from all others. For formal analysis, we turn to history and geology and the eye of a landscape architect expert in special landscapes. But part



of it must be that you are never far from water ...a river, a marsh, a "whale wallow," a bay. Water dictates where we live, where we can build and where we can't. Once, it dictated for most people where they could make a living. Watermen, of course, relied on the water. High ground and good shoreline dictated the locations of roads and bridges, following Indian trails and fords in many cases, and laying down a pattern on this landscape that reaches back into deep time. Now, the water still supports hunting and fishing here and a way of life that echoes with a time when water dictated much about life altogether.

Today, many months after I wrote the thoughts above, the Heritage Area plan is finished and ideas about what is special about this region are recorded as best we can (see p. 7). What will truly be important about that plan, however, is the way that our communities, businesses, property owners, civic groups, and nonprofit institutions respond to the possibilities it documents. I hope the results will continue to reinforce the unique features of living here, in the Stories of the Chesapeake Heritage Area.

Executive Director Elizabeth Watson can be reached at Watson@easternshoreheritage.org



Hallmarks of our Landscape from A to Z...

- Agriculture:** The long continuation of agriculture across more than three centuries
- Arts:** A love of the arts
- Boats:** Thousands, old and new, wood and fiberglass, powered, under sail and hand-carried
- Churches:** Historic churches in the hundreds
- Colonial roots:** Historic ports, plantations, settlements, roads, fields, waterways
- Country roads:** Two-lane roads, some straight, others winding, many with ditches close by
- Delmarva bays ("whale wallows")**
- Egrets**
- Events:** wonderful festivals and fairs all year long
- Fencerows:** Cedars line fields and long driveways
- Festivals:** Many "hometown" celebrations and fairs
- Fields & forests:** Fields extending from roads on high ground, falling away to a winding fringe of forest, forests marking wet land, poor soils, and stream valleys
- Geese, Gardens, Geese IN gardens**
- Historic buildings:** In abundance
- Houses with names**
- Islands:** in abundance!
- Jibs...and other sails**
- Ketches and kayaks**
- Log canoes**
- Maritime heritage:** Landings, wharves, waterfronts, marinas, ports, captain's houses, customs houses...Cont'd. on p. 5

Stories of the Mills of the Chesapeake...

Today, the Stories of the Chesapeake Heritage Area represents a major part of the last great agricultural landscape remaining on the East Coast. In the 18th century, the region held perhaps an even more important claim, as the Breadbasket of the American Revolution. Farmers and millers here shipped flour and cornmeal to Valley Forge and Yorktown.

But wait, you say – wasn't it tobacco that built colonial Maryland? Not quite.

By switching to grains in the 1750's – and at a time when European farmers were coping with increasing losses from diseases – farmers and plantation owners here discovered an agricultural gold mine. In addition to the proximity of Philadelphia as a market and export location, milling was a key part of the wealth-building that wheat stimulated here. The uplands in Caroline County were especially favorable to the construction of mills – at least 30 former mill sites are known there. Dozens also existed in Kent, Queen Anne's and Talbot Counties.

Let's visit four mills that still stand, one in each county.



Linchester Mill Caroline County

Recently acquired by the Caroline County Historical Society (CCHS), Linchester Mill in the tiny village of Linchester, just east of Preston, stands on a site known to have been occupied by a mill since at least 1681 and possibly as early as 1670. The present structure, circa 1847, may hold framing that dates to the 18th century. It lies close by two well-known stations on the Underground Railroad, one used frequently by Harriet Tubman.

Linchester Mill has equipment associated with advances in milling since the 1770's. It is possible to see both parts of an "automatic mill" (the radical approach invented in the late 18th century by American Oliver Evans and familiar today to most Americans with a passing interest in mills) and elements used in the roller mills that revolutionized milling in the late 19th century (think: General Mills, Quaker Oats).

The story of its preservation is another great tale of the grit (pun intended) and ingenuity deployed by the preservation-minded CCHS. Aided and abetted by a sympathetic county government, state grants, and willing heirs to the last miller, Captain Frank Langrell, CCHS bought the mill and one of the two miller's houses on the site. The second house is under option, and the county has purchased the mill pond site.

The mill, despite a wealth of original machinery and equipment that remained untouched after it closed, is in need of a large amount of stabilization and restoration before it can be opened regularly to visitors, the long-term goal. Right now, it is possible to visit the mill on a limited number of weekends when volunteers work to restore the site – preferably as a volunteer yourself. For more information or to make a contribution to help with the mill's restoration, visit the CCHS web site at www.carolinehs.org or call Michael McCrea at 410-822-6783.

(Photo courtesy Caroline County Historical Society)



Old Wye Mill

Queen Anne's and Talbot Counties

Perhaps the oldest mill in Maryland, the 18th century Wye Mill stands at the head of the Wye River's western branch dividing Talbot County from Queen Anne's County. Today its water power comes from a small lake and earthen dam built by Maryland's Game and Inland Fisheries in the 1950's.

Timbers framing the small structure (about one-third the size of Linchester Mill) include several from the 17th century, which may have come from the earliest mill at this site, built sometime in the 1680's. Its equipment includes a single American Granite burrstone, an American Midget roller mill, and sifters, bolters, grain hoppers, and flour cleaning machines.

The mill is owned and operated by the Friends of the Wye Mill for three days a week about seven months

of the year. The group's intervention more than 20 years ago to accept possession from the Society for the Preservation of Maryland Antiquities (known today as Preservation Maryland) saved the mill's claim to continuous operation since it was built.

The basement includes a museum-quality exhibit on the Golden Age of Wheat on the Eastern Shore, the 18th century. Visitors can also enjoy a small shop featuring cornmeal and buckwheat and whole wheat flours, ground at the mill (call ahead for the grinding schedule) and gift items. A butterfly garden displaying Eastern Shore-only native plants and inviting picnic tables along the tailrace offer a pleasant visit outside as well.

Volunteers are always needed to help as docents, apprentice millers, maintenance crews, and groundskeepers. For more information call 410-827-6909 or navigate to the Mill's page on the Chesapeake Bay Gateways website: <http://www.baygateways.net/visit.cfm>.

(Photo courtesy Talbot County Tourism)

Radcliffe Mill

Kent County

This dramatic mill complex on the edge of Chestertown toward Rock Hall features a mill constructed from 1840 to 1860, an annex built in 1900, a grain elevator dating to 1904, and a seedhouse constructed in 1947. Known also as Brooks Mill, the mill occupies a site along Radcliffe Creek known to have supported grain mills since 1694. Today, visitors can enjoy the art gallery in its main section and admire the soaring interior framing.

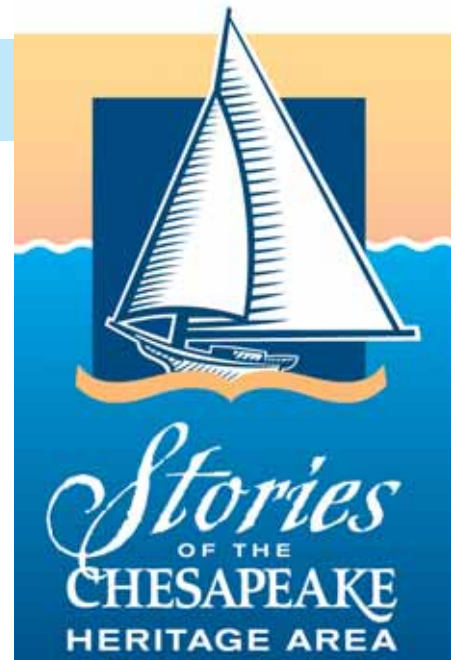


Radcliffe Mill was our last newsletter's Mystery Photo.

St. Michaels Mill

Talbot County

Once known as Quillen's Mill and a tall landmark along the St. Michaels main street, this 1890's brick mill produced "Just Right Flour" for more than fifty years, using first steam and then diesel power. It provided steady employment in a town otherwise dependent on the vagaries of maritime trades, especially fishing. Visitors today can enjoy the ambience of the original mill and its 1931 shed-roofed brick addition and other buildings associated with the flour business, as they visit several galleries and studios housed here.



Hallmarks of our Landscape from A to Z...

Maritime industries: Boatbuilding, and fishing

Memory: Cemeteries and memorials, new and old

Nature: A remarkable range of natural environments, and the wildlife to prove it

Osprey that come "home" to us each year mid-March

Pride: Landscaped, signed entrances to long driveways

Quaint and livable historic districts

Recreation: Dozens of parks, trails, and wildlife refuges

Scenic beauty

Settlements: Small-town and village life – how many residents experience rural life here

Shoreline: Miles of shoreline on Chesapeake Bay and its waterways

Skipjacks: Last commercial sailing fleet in the USA

Street trees: Everywhere

Tourism: A long tradition of hospitality for visitors

Traditions: Continuity between past and present

Unique shops

Villages and hamlets

Water views: In abundance

Waterways: Nine navigable rivers altogether, in four watersheds

Wildlife: In abundance

Xanadu: a great place to visit!

Y-houses: found only on Tilghman Island and nowhere else

Zeal: Working to preserve the region's environment and historic character – and it shows!

Our New Look

You've heard of branding - you know of brands of everything from toothpaste to cars, right? But did you know that it's possible to brand a "visitor experience"? That's the "product" of the Stories of the Chesapeake Heritage Area: what the visitor can expect to see and do and remember.

In touring a region, staying in lodging, eating in restaurants, shopping in stores and downtowns, visiting museums and galleries, the visitor to any place is looking for a certain experience. Our job is to teach our potential visitors - and remind those we already host - that the name "Stories of the Chesapeake Heritage Area" and our logo stand for a certain experience - "Maryland's Eastern Shore Experience."

What IS that experience? Words like "authentic," "original," "home-grown," "beautiful," "historic," and "natural world" should come to mind. Visitors should associate high quality, variety, and hospitality with the idea of visiting this region. They should know that they can find their way around easily, discover hidden treasures, and enjoy both countryside and small towns.

If we do our job well, our visitors will understand this region's close association with the Chesapeake Bay - its intertwining of land and water and living heritage - and the rich environment and the sense of independent living and casual lifestyle it offers. They will know that if part of their group wants to get out on the water, and another wants to go shopping, it's possible to do both - and more - and come together in the evening over a great meal of local treats.

The business of heritage tourism calls for a sophisticated approach to marketing these experiences to existing and new audiences, called "branding." Potential visitors are taught to expect certain things in association with our name, our logo, and our products. From the visitor's first glance at our literature or web site, to encounters with the owners and employees of local businesses, to visits to any site offering learning or recreational opportunities (and preferably both), the visitor should be aware that the Stories of the Chesapeake Heritage Area offers "something special."

These were the ideas in the minds of the

"The classic ship that night was not the gaudy steamer but the quiet little skipjack, the boat conceived on the Chesapeake, tailored to its demands and adapted in every part to its conditions. It would endure after everything on the bay that night had gone to rust, for it was generic, born of salt flats and heavy dredging, while the brightly lighted steamers were commercial innovations useful for the movement but bearing little relation to the timeless bay."

James Michener, *Chesapeake*,
Voyage Eleven - The Watermen



marketing committee as they worked last fall to create the new logo for the Stories of the Chesapeake Heritage Area. Working with local creativity experts at Whitney Edwards of Easton, led by designer Charlene Whitney Edwards and her team of Debbie Collison and Richard Edwards, the committee looked at dozens upon dozens of possibilities. Chaired first by Kathy Magruder, former director of business and tourism of Queen Anne's County, and outgoing president of ESHI, Inc., and now by Debbi Dodson, director of tourism for Talbot County, the committee also included these members of the Board of Directors of ESHI, Inc.: Laura Ambler (president of the Ambler Co. of Easton), Bill Peterson (now an ESHI advisor and new Director of Development and Finance in the Maryland Department of Housing and Community Development), Mary Robbins (Caroline County director of tourism),

Barbara Siegert (Queen Anne's County director of tourism), and Bernadette Van Pelt (Kent County director of tourism development).

The new logo - the basis for our "new look" for this newsletter - incorporates the idea of "stories" with a stylized bow wave in the shape of an open book below the central icon and the overall shape of a closed, upright book.

It also celebrates the landscapes and waterscapes of the Chesapeake Bay - our "central story" - with the sense of water and open sky in the choice of colors and the stylized waves dividing blue from sky. The colors for the sky, pink shading to gold, were actually taken from a sample of a Chesapeake sunset.

The central image chosen for the greatest use is the skipjack - the committee's reasoning is captured best by the quote from James Michener's book *Chesapeake* (see above).

However, the logo has been deliberately designed so that the central image can be replaced by custom icons designed especially for a particular theme or program. A blue heron, for example, could be used to mark a driving tour of natural sites. Individual towns could create flags with their own central icon.

This flexibility honors the sense of independence and variety to be found in this region - and helps us with a key challenge - that we have so many stories to tell!

In future, we hope to develop a branding program for local products - everything from handcrafts to local foods - and a display program for local businesses so they can let their customers know they support the Stories of the Chesapeake Heritage Area. As the heritage tourism market becomes more discriminating with each year, we can earn the loyalty of our visitors if they know that their dollars sustain their entire experience in this wonderful place.

Our New Heritage Plan Moves Along

So many new ideas! A logo (see page 6), our “stories” (page 1), and now a 260-page document. The “Public Draft” version of the Stories of the Chesapeake Heritage Area Management Plan is filled with a hundred color photos and even more concepts. Twenty maps prepared by Washington College’s Geographic Information System Lab are a special feature.

Now on view at our web site, www.easternshoreheritage.org, the plan is a guide for the development of the Stories of the Chesapeake Heritage Area for the next ten years. It contains chapters on interpretation (the “stories”), heritage tourism, visitor orientation and such linkages as driving tours, heritage-based economic development through “target investment zones” (see map, page 2), and stewardship. An old-fashioned word implying taking care of resources, “stewardship” in this plan addresses historic and archeological preservation, the conservation of cultural traditions, and scenic protection.



Work on the Heritage Plan involved many meetings!

The plan is a requirement of the Maryland Heritage Areas Authority (MHAA), a consortium of state agency representatives and private citizens appointed by the Governor, staffed by the Maryland Historical Trust.

With this plan, the Stories of the Chesapeake Heritage Area has completed a key step in becoming state-certified and thus gaining access to benefits conferred by the state’s program. These include grant and loan funding, marketing assistance, and tax advantages for property owners, nonprofit organizations, local government agencies, and Eastern Shore Heritage, Inc. In the years to come, jurisdictions seeking support of state agencies for local needs should find they receive extra consideration by virtue of being in the Certified Heritage Area (see boundary on p. 2).

The entire four-county area is known as a Recognized Heritage Area, which means that it appears on state maps as the Stories of the Chesapeake Heritage Area. Special benefits, however, are available only within the certified boundary, with additional benefits available within target investment zones. A second key step toward certification remains: the acceptance of this plan by the towns and four counties within the proposed boundary. They are now considering the plan’s adoption as their official policies. As of this writing, these towns and counties are working toward a deadline of March 15, 2005, to complete their individual reviews and votes on the plan’s adoption. For an up-to-date report on the status of the reviews by your town and county, see www.easternshoreheritage.org.

In April of 2005, the MHAA will review the status of the Heritage Area’s progress in enlisting towns as voluntary members of the heritage area. At stake in addition to overall certification is a \$100,000 MHAA grant provisionally awarded in July of 2004 to support the first 12 months of ESHI’s operations. This grant is not available without full certification awarded.

The Public Draft will be published in final form as the Final Plan. The next issue of our newsletter, scheduled for May, will provide a summary of the Final Plan’s contents. To request a copy of the Public Draft’s Executive Summary, provide your name and address to us via email to info@easternshoreheritage.org, phone (410-810-7472), or fax (410-810-7110).

An important additional step

has now been completed by all four counties, which have long provided the bulk of the funding and leadership to create the heritage area. Caroline, Kent, Queen Anne’s, and Talbot Counties have each agreed to provide \$15,000 to help sustain Eastern Shore Heritage’s work in its first year of operations. This provides the match to the MHAA’s 2004-2005 grant. The counties have agreed to consider additional requests in upcoming years as their funds may allow, valuable support that will enable ESHI to seek a number of matching grants from state, federal, and private sources.



Last Newsletter’s Mystery Photo...



Chestertown’s Radcliffe Mill!

Photo Courtesy Faith Wilson

“From Bridge to Boardwalk” An Audio Tour of Maryland’s Eastern Shore

**Order by credit card at
410-539-6656 ext. 100**

Pg. 1 Mystery Photo! Linchester Mill’s current water wheel in need of replacement.

Photo by Jenny Hoffman, ESHI

**Thanks to
Chesapeake Publishing
for making this
newsletter possible!**

Stories

Follow the Water...Follow the Land

Cont'd. from p. 1

of many lives here – the never-to-be-forgotten “Central Story” of “Living with an Estuary.” Museums, historical societies, environmental educators and many others will be working together to create an enriched visitor experience based on our stories. They will be using key themes set forth in our new management plan (see page 6): The Chesapeake Bay Ecosystem, Peopling the Land, Colony and Nation-building, Religion and Belief, Working the Land and Water, and Travel and Transportation.

A short story for Travel and Transportation...George Washington’s route to Philadelphia and New York in his years as president of the new nation lay through Rock Hall, as it was often easier to sail from Annapolis and ride north along the gentler ground and river crossings here.

And so, in our inaugural issue of *Stories*, we offer a sampling of stories touching on both land and water. It’s only natural, AND historic.

Annual Meeting! Mark Your Calendars!
January 28th, 6:00 pm
Tidewater Inn, Easton, MD



Photo by Michael Roe

Skipjacks, Log Canoes, and Other Historic Sailing Vessels

TALBOT COUNTY, cont'd.

- | | |
|--------------------|----------------------|
| 15. Billie P. Hall | 22. Magic |
| 16. Edmee S. | 23. Noddy |
| 17. Flying Cloud | 24. Persistence |
| 18. Island Bird | 25. S.C. Dobson |
| 19. Island Blossom | 26. Sandy |
| 20. Island Lark | 27. Edna E. Lockwood |
| 21. Jay Dee | |

If you have information to improve this list, call 410-810-7472 or email us at info@easternshoreheritage.org



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Become a Member!

Yes! I want to join Eastern Shore Heritage, Inc.

- Individual \$20
- Household \$30
- Nonprofit Partner \$50
- Corporate Partner \$50
- Candleholder \$100
- Torchbearer \$250
- Lighthouse Keeper \$500
- Keeper of the Flame \$1000
- Other contribution _____

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