

Memorandum of Understanding

Between

The National Road Heritage Foundation

and

Boonsboro Economic Development Commission

This Memorandum of Understanding defines the operations of the Boonsboro Visitor Center, and the responsibilities of the above mentioned organizations, as presently agreed upon by both parties.

For the purpose of this understanding, references to the National Road Heritage Foundation may include parties associated with its subsidiary facilities, to wit, the National Road Museum and the Boonsboro Trolley Station Museum.

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I - Definitions

a. Location and Description of the Visitor Center

The Boonsboro Visitor Center shall be located within the entrance area of the National Road Heritage Foundation's National Road Museum facility, located at 214 N. Main Street in downtown Boonsboro, Maryland.

The physical elements of the Boonsboro Visitor Center shall include a brochure rack centered above an identifying floor decal. Above this brochure rack, a monitor shall display an up-to-date slideshow presentation advertising local attractions, events, and businesses.

A counter adjacent to the public entrance of the facility and also adjacent to the aforementioned visitor center elements shall serve as the work space for staff and guest engagement and interactions regarding both National Road Heritage Foundation and Boonsboro Visitor Center information inquiries and other operational interests.

All functions and other locations, materials, and fixtures surrounding and excluding the abovementioned agreed upon fixtures shall be operated under the purview and at the discretion of the National Road Heritage Foundation.

b. Purpose and Function of the Visitor Center

It shall be the purpose of the Boonsboro Visitor Center to provide a central point in which new and repeat visitors to the Boonsboro area may find resources in order to maximize the scope and quality of their visit and experience.

In order to do this, the Visitor Center shall provide up to date information regarding nearby museums and attractions, dining options, and nearby lodging.

This facility shall be operated for the benefit of tourists. Providing resources related to services used by residents rather than visitors shall not be a function of this facility.

The Boonsboro Economic Development Commission shall benefit from this facility through the provision of a hosted and attended centralized location for the promotion of local offerings and member amenities, which shall encourage an increase in local tourist spend and a visitation increase at local attractions and businesses.

The National Road Heritage Foundation shall benefit from this facility through an increase in expected visitation and exposure as the facility host, a beneficial close partnership and involvement with the Economic Development Commission and its events and programming offerings, and an expanded source of volunteer recruitment through joint recruitment efforts.

c. Hours of Operation

The Boonsboro Visitor Center shall be open and available for visitors during the operating hours of the host National Road Museum facility. Any additional access to the facility shall be granted by appointment with a representative of the National Road Heritage Foundation.

Neither facility shall be made available to the public independent of the other.

The operating hours of the National Road Museum at its initial opening shall be 10am until 3pm on Saturdays. This schedule will be reevaluated after three months.

II - Staffing

a. Staffing Summary

The Boonsboro Visitor Center shall be staffed by volunteers. These volunteers shall operate under the management of the National Road Heritage Foundation. These volunteers will represent the interests and reception of guests for both the Boonsboro Visitor Center and the National Road Heritage Foundation's museums.

b. Staff Recruitment

It shall be the responsibility of both parties to promote volunteerism and recruit new volunteers for the facility's operations.

It shall be the responsibility of the Boonsboro Economic Development Commission to promptly provide any collected contact information for interested and prospective volunteers to the National Road Heritage Foundation.

c. Staff Management

It shall be the responsibility of the National Road Heritage Foundation to govern all aspects of volunteer management.

This shall include scheduling, training, regulation, documentation and discipline.

d. Staff Training

It shall be the responsibility of the National Road Heritage Foundation to provide initial and ongoing training opportunities to volunteers.

It shall be the responsibility of the Boonsboro Economic Development Commission to provide any resources or content which is desired to be added to the training of volunteers. The Economic Development Commission may also provide additional sponsorship, resources and other support toward staffing related opportunities and needs.

All volunteers shall be cross-trained in order to ensure maximum staffing opportunities. This training shall be a combination of group training and provided self-pace reading materials; together including:

- Necessary general operational and safety policies and procedures
- Overview of proper interaction with guests and visitors
- Overview of Boonsboro Visitor Center and Museum Greeter duties
- Overview of National Road Museum Docent duties
- Overview of Boonsboro Trolley Station Museum Docent duties
- Basic Boonsboro town history
- Basic overview of town amenities and attractions
- Basic overview of National Road History
- Basic overview of Trolley history

In addition to providing training opportunities, printed resources shall be made available to volunteers at the facility for the use of reference, and further learning opportunities shall be offered.

III –Operations

a. Brochure Management

The brochure display fixture selected for the Boonsboro Visitor Center consists of adjustable spaces and offers capacity for a significant variety of brochures.

It Shall be the responsibility of the Boonsboro Economic Development Commission to provide brochures and materials related to applicable town events and businesses at their discretion. Commission-provided pamphlets are guaranteed at least one space per unique pamphlet and shall be given priority for up to 50% of the total capacity of this fixture.

It Shall be the responsibility of the National Road Heritage Foundation to store a quantity of brochures or pamphlets and replenish the brochure fixture as needed. Storage quantities of any document shall be at the National Road Heritage Foundations discretion.

In addition to Commission-Provided pamphlets, other organizations and businesses may supply brochures to be displayed in this fixture, and these shall be displayed at the National Road Heritage Foundation's discretion. These may include other regional attractions, restaurants, lodging, visitor amenities, or events. Pamphlets related to locations of interest along the National Road or related to transportation history beyond the immediate region may also be included at the National Road Heritage Foundation's discretion.

b. Slideshow Monitor Operation

It shall be the responsibility of the National Road Heritage Foundation to maintain and update content on the monitor's slideshow.

It shall be the responsibility of the Boonsboro Economic Development Commission to supply content for updates and required modifications and revisions of presented information.

Requests for changes to the slideshow should be made via email, and information provided through attachments to that email or in person on a USB flash drive.

The National Road Heritage Foundation shall make requested changes or additions within two weeks of the request.

Slides shall be displayed with a 15-second delay.

c. Slideshow Monitor Content

Local Attractions shall be represented on the Visitor Center screen with one slide each, presenting brief information, address, and published hours. The individual attractions may request modifications to these slides within reason at the discretion of the National Road Heritage Foundation.

A slide shall be provided to advertise each informational handout available from staff at the counter (see section III.d.) and if applicable include a QR code offering an online/mobile offering of the same.

Other businesses and amenities may be advertised on the screen at the request of the Economic Development Commission. The National Road Heritage Foundation may suggest additional slides to be added with agreement of a representative of the Boonsboro Economic Development Commission.

One slide shall recognize the state grant support which contributed toward the preparation of the Boonsboro Visitor Center.

d. Directory Handouts

Paper and/or online directories of applicable businesses, amenities, attractions, and events shall be made available to visitors upon request.

It shall be the responsibility of the Boonsboro Economic Development Commission to determine desired handout content, as well as to prepare and provide these resources at their discretion.

It shall be the responsibility of the National Road Heritage Foundation to store a quantity of such handouts as is deemed sufficient, and to notify the Economic Development Commission when additional stock of any handouts will be necessary.

e. Visitor Tracking

It shall be the responsibility of the National Road Heritage Foundation to track the number of visitors entering the facility, and to provide those counts to the Economic Development Commission upon request within a reasonable timeframe following receipt of such request.

f. Unexpected Expenses

Unexpected expenses directly related to the operation of the Boonsboro Visitor Center shall be the responsibility of the Boonsboro Economic Development Commission.

Unexpected expenses directly related to the operation of the National Road Museum, National Road Museum Gift Shop, and Boonsboro Trolley Station Museum shall be the responsibility of the National Road Heritage Foundation.

Additional expenses may be planned between both parties and expenses designated or shared between both parties through the appropriate processes of approval.

g. Liability and Insurance

It shall be the responsibility of the National Road Heritage Foundation to maintain a policy of Liability Insurance for the premises.

It shall be the responsibility of the National Road Heritage Foundation to govern access to the facility at that organization’s discretion, including the application of security devices, policies, and key controls.

IV - Amendments

a. Revision Schedule

This MOU should be reviewed by both parties after three months, and again each year within the first quarter of the year. This review should determine whether modifications, additions, or removals of details are necessary.

Revisions must be approved by both parties before taking effect.

b. Additional Revisions

If either party desires an amendment to this MOU at any time outside of the revision period, the requested amendment must be proposed, in writing, before representatives of both parties and agreed upon with the approval of both organizations’ governing bodies.

The following representatives of both parties affirm that their respective organizations have authorized them to accept and agree to this MOU.

Richard Keesecker, President, National Road Heritage Foundation
Date

Terri Packard, Chairperson, Boonsboro Economic Development Commission
Date