

KENT COUNTY, MARYLAND
Office of Tourism Development
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Tourism Development Advisory Board Meeting Minutes
May 21, 2019

Board members in attendance: Greg Waddell (Chair), Sandy Scott (vice-Chair), Casey Carroll, Ingrid Hansen, Dolores Jones

Tourism Office: Bernadette Bowman and Jana Carter

The meeting was called to order at 9:00 a.m. The April 16, 2019 minutes were approved: (moved by Ms. Scott and 2nd by Ms. Hansen.

Director's Report (Highlights)

- Welcome new board member: Dolores Jones
- Conducted Canadian Media FAM (Familiarization Tour). We developed an itinerary and worked with the MD Office of Tourism to host four Canadian journalists in Kent County, over a two-day period. This was part of a state FAM tour, which covered several counties. We are thankful for our tourism partners who generously assisted us in welcoming these travel writers. We will monitor the stories that will be written.
- Visitor Guide 2019 Update: At the printer. Will have this week. 15K.
- Presented at the Kent County Lodging Association Mtg
- County Rebranding: As volunteers of the committee, Bernadette and Jana attended the second mtg, where we reviewed ideas submitted by county employees. The group decided to pursue a request to the Commissioners for contingency dollars to contract a PR firm.
- Advertising: Finishing ad placement for FY19. Continue negotiating rates for FY20. Extremely Heavy load with spring ads and co-ops coming up.
 - Advertising consists of negotiating rate, completing agreements, designing, composing, writing copy, electronically submitting, and proofing.
 - Copies to Show: 2 co-ops for May: Shore Monthly, which was 12 pages with 25 tourism partner advertisers and What's Up Eastern Shore, which was 4 pages with 16 tourism partner advertisers.
- ESHI Grant Committee –As a member of the grant committee, we reviewed 4 apps for the remainder of the FY19 small grant funds.
- Chestertown Main Street Wayfinding Signs: Attended mtg to discuss resuming project.
- Museums of Kent County: Assisted with the design of a new mobile pull-up banner, which looks great and will debut at Tea Party.
- Continue to work with the Maryland Ornithological Society, who will be bringing more than 150 attendees to their Annual Convention at the end of the month. In addition to sending a press release and including in our social media marketing, we have been working on material for a welcome bag that will include Kent County collateral and giveaways to be given to each attendee.

- Social Media: May's newsletter went out on the 2nd. May's social media began on the 1st. Have begun working on June's newsletter and social schedule now. Chasin'the Blue Crab will be our native content for June.
- Presented to the County Commissioners: Tourism Week Proclamation
- Set up a booth at the Bay Country Welcome Center on Tourism Day.
- Fulfillment: Preparing a mailing of more than 1000 visitor packets from our advertising requesters.

- MTDB Marketing Grant: Working on the reimbursement request and report.
- MD Office of Tourism: Attended Blogger Bash.

- Working with the Maryland Office of Tourism on a web page for Chestertown, which will live on the State's Tourism website.
- Attended: Chamber Board mtg., ESHI Grant and Board mtgs., Museums of Kent County mtg, Rock Hall Business Assoc. Mtg., Rock Hall Business Assoc. after hours, MTC Seminar (MD Tourism Coalition), Monthly mtg. with County Administrator, Attended and produced a Face Book Live segment that received hundreds of views at the soft opening of 98 Cannon Riverfront Grille. It now lives on our website. Also attended 98 Cannon's ribbon cutting.

June's meeting will be Tues., June 18; 9:00 – 10:00 a.m.; Commissioners' Hearing room.

Adjournment: 10:09 a.m.