

KENT COUNTY, MARYLAND
Office of Tourism Development
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Tourism Development Advisory Board Meeting Minutes
July 16, 2019

Board members in attendance: Ingrid Hansen, Sandy Scott (vice-Chair), Dolores Jones
Tourism Office: Bernadette Bowman and Jana Carter

The meeting was called to order at 9:10 a.m. The June 18, 2019 minutes were tabled, until the August meeting.

Director's Report (Highlights)

- Hosted journalist for a FAM (Familiarization Tour): This freelancer writes for about 40 titles. The story he is working on is "2 charming towns on the Eastern Shore," for Edible Delmarva. The two towns are Rock Hall and Oxford. We developed a two-day itinerary, engaging tourism partners to showcase Rock Hall. We constructed our itinerary with the intent to trigger multiple story ideas, which has already proven successful. In addition to being in the Edible Delmarva piece in the Fall, The Inn, in which he stayed, will be featured on Trip101.com. We will monitor all stories that will be written and will be pitching more Kent County stories to this writer, especially now that we know his interests. Sandy Scott shared that he came back to Rock Hall the following weekend with his wife.
- Visitor Guide 2019 Brochure: We prepared and bulked-out several thousand brochures to Maryland's County and State welcome centers. We included the RiverArts Studio Tour, Legacy Day, and Pirates and Wenches rack cards with our shipments.
- Working on editorial feature in Recreation News
- Advertising:
 - Negotiating FY20 advertising continues.
 - Advertising consists of negotiating rate, completing agreements, designing, composing, writing copy, electronically submitting, and proofing.
 - Co-ops: County Lines published in July. We just completed the design, composing and submittal for Shore Monthly Magazine's August issue. We will begin working on Chesapeake Bay Mag., and What's Up ES.
 - We will be getting co-op rates for Washingtonian, Philly Mag., Washington Post, Northern Va. Mag.
- MD Bicycle Map (MTA- SHA): We will be joining Planning & Zoning tonight at the commissioners' meeting to request approval for participation and the use of our bike tour maps.
- Museums of Kent: Met and provided consultation on their brochure and other projects.
- Summer MACo booth: The Tourism Office was asked by the County Administrator to do the MACo booth this year, but a change has been made. In recognizing our staff demands, the County Administrator arranged with the LMB to handle this project. We met with LMB and offered assistance in the booth preparation.
- Social Media: July's newsletter went out on the 11th, while social media began on the 1st. We have begun working on August's newsletter, social schedule, and native content.
- Fulfillment: We fulfilled more than 5,700 advertising requests, which are generated from our Spring advertising.
- MTDB Marketing Grant: We completed and submitted.

- MD Office of Tourism Website: Continued work on developing pages for Chestertown. Will be working on Rock Hall after Chestertown.
- Follow up Brainstorming for native content topics: Board members added the following thoughts/suggestions. Jana and Bernadette will finalize the seven new and three edits for FY20 and present at the August meeting
 - 48-hours Kent County -Update our current native, 36-hour guide to Kent County, to stretch the length of stay.
 - Eco-Tourism (Spinoff from our Kent County for Nature lovers' piece.)
 - Fresh Foods -Spinoff from Kent County for Foodies piece and add to the mentions.
 - Washington College – Emphasize their arts: Poetry Reading, Concerts, etc.
 - Bird Watching -Spinoff from our Kent County for Nature lovers' piece but use additional angle of where/how to do. For example, “Birdwatching from the water” or “Birdwatching from a kayak,” etc.

NEXT MEETING: Tuesday, August 20 from 9:00 – 10:00 a.m.; Commissioners' Hearing room.
Adjournment: 10:30 a.m.