

KENT COUNTY, MARYLAND
Office of Tourism Development
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Tourism Development Advisory Board Meeting Minutes
November 19, 2019

Board members in attendance: Casey Carroll, Ingrid Hansen, Sandy Scott
Tourism Office: Bernadette Bowman, Jana Carter

The meeting was called to order at 9:13 a.m. The September and October minutes were tabled.

Director's Report (Highlights)

- Advertising: Discussed co-ops. Discussed cutting back on co-ops (looking at FY21), while continuing to place county advertising and negotiating rates for tourism partners. We also discussed other possible advertising vehicles, such as Edible Delmarva, Wedding Wire, The Knot, and doing more in Chesapeake Bay Mag. Using vehicles that target girls' getaways was also discussed. We completed the design, composition, writing copy, and proofing for What's Up ES and Sip & Savor Magazine Nov. co-ops, as well as Chesapeake Bay Mag. Dec. co-op for Best of the Bay. With our Eastern Shore Tourism Offices' partners, we completed the Chasin' the Blue Crab ad campaign full-page ad for Destination MD 2020.
- Working with journalist from Washingtonian on another Chestertown story, but also sent suggestions for Rock Hall and other parts of the county.
- Co-op partnership with GCI (Greater Chestertown Initiative), Main St. Chestertown, and Chestertown businesses. We assisted in negotiating advertising terms with WYPR for a year-long campaign.
- Completed native content piece for November "A Bird's Eye View of Kent County, MD". Completed social media schedule and e-newsletter for November. Working on December's social, e-newsletter, and native revision. We have been giving more focus to Instagram, which we have found a greater return in engagement. Greg, you had suggested using multiple hashtags, which we will make sure that we have done, but will continue to increase.
- Continue working on our 2020 Visitor Guide—which also includes kentcounty.com web updates.
- Attended Museums of Kent County meeting. Consulted on heritage area grant and interpretive signage.
- Attended the Heritage Area workshop for helping our partners attract and train volunteers.
- Assisted in arranging for SHA to attend the December statewide tourism meeting to review the TAC sign program. We are a member of the TAC committee for MDMO.
- Working on updating 2019 Holiday Happenings on kentcounty.com
- Continue to work on the Year of the Woman 2021 campaign with the MD Tourism Office on marketing. From our last meeting, we have Kitty Knight and Still Pond.
- Fulfillment: We processed more than 2000 advertising requests, which are the results of our fall advertising.
- County welcome signs: The Kent County Chamber of Commerce has received permission from three of the four landowners to permit Kent County Public Works to access the signs. The

County's Public Works department will clean up the signs owned by the Chamber. The tourism office is working with Mike Moulds, Chamber Director and Chamber Board, while keeping the County Administrator in the loop.

- ABA (American Bus Association) Eastern Shore partnership: We are waiting to hear if our Eastern Shore ABA 2021 FAM, proposed with our sister ES counties, will be accepted. We will be partnering with Caroline, Dorchester and Talbot counties on a FAM tour that focuses on African American Heritage and the UGRR.
- Attended the Ribbon Cutting for the Chestertown Marina. Was given a shout out by the Assistant Secretary of Commerce for Tourism, Film and the Arts.
- Attended the Maryland Tourism and Travel Summit. This three-day conference included valuable networking, seminars, and a chance to introduce Jana to statewide contacts.
- ESHI (Eastern Shore Heritage Area) Stories of the Chesapeake: We received an award for the Tastiest Catch Cookbook that we produced.
- Have assisted Kent County HR in giveaways for the County Holiday Christmas Dinner.
- Submitted requested information to County Administrator on what services Tourism provides to our towns.

NEXT MEETING: Tuesday, December 17 from 9:00 – 10:00 a.m.; 2nd floor conference room.
Adjournment: 10:25 a.m.