



**Audio recordings of the Tourism Development Board meetings can be found at <https://www.kentcounty.com/committees/tourism> click on the 'Recorded Meetings Tab'.**

**August 18, 2020**

The meeting was held virtually on TEAMS.

Board Members Present: Greg Waddell (Chair), Sandy Scott (Vice Chair), Suzanne Einstein, Dolores Jones, and Casey Carroll

Board members Absent: Chikki Shajwani and Ingrid Hanson

Also in Attendance: Jana Carter, Assistant Director, Tourism Development; Jamie Williams, Director, Emily McCoy, Assistant, Economic Development; Shelley Heller, County Administrator

Mr. Waddell called the meeting to order at 9:03 am. Mr. Waddell requested a motion to approve the minutes from the July 15 & 21 and August 5, 2020 meetings. On motion by Ms. Jones and seconded by Ms. Carroll, the Board unanimously approved the minutes from the July 15 & 21 and August 5, 2020 meetings.

Ms. Williams shared that a digital version of the Visitor Guide is available on the Kent County website. The Board felt that the Visitor Guide should continue with a printed version; however, review and possibly reduce the number to be printed in 2021.

Ms. Williams shared that the Kent County Chamber of Commerce may be offering Co-op advertising for its members. Ms. Williams and Ms. Carter will schedule a conversation with Sam Shoge, Executive Director, to discuss possible collaboration.

The Board reviewed the proposed Advertising Plan for the remainder of CY2020. Ms. Carter was asked to include additional publications to cover geographic areas such as Southern or Mainline New Jersey. Mr. Waddell and Ms. Jones requested additional days to review the plan. The Board decided to reconvene on August 20<sup>th</sup> for a final recommendation of the Plan.

Ms. Carter shared that the Museums of Kent video filming will be completed on Friday. The final video will be made available on the county website as well as individual museum websites.

There being no further business, a motion was made by Ms. Einstein, seconded by Ms. Jones and carried unanimously to adjourn the meeting at 10:55 am. The Board agreed to meet again on Thursday, August 20, 2020 at 9:30 am virtually on TEAMS.

Respectfully Submitted,

Jana Carter  
Assistant Director