



Audio recordings of the Economic and Tourism Development Commission meetings can be found on the Recordings Tab.

December 8, 2021

Commission Members Present: Tracey Williams, Aaron Bramble, Rob Thompson, and Dick Story

Commission Members Absent: Sandy Scott, Chikki Shajwani, and Suzanne Einstein

Also in Attendance: Jamie Williams, Director, Katie Wright, Economic Development Manager, Jana Carter, Tourism Manager, Shalyn Boulden, Administrative Specialist, Economic and Tourism Development; Bill Mackey, Director, Planning, Housing, and Zoning

At 3:00 PM, Mr. Bramble called the meeting to order. Mr. Bramble requested a motion to approve minutes from the November 10, 2021, meeting. On motion by Mr. Story and second by Mr. Thompson, the November 10, 2021, minutes were unanimously approved.

The Photo Contest winners were presented with their canvas prints. Holly Spencer won the Grand Prize in the professional category and the photo will be featured in a national ad in either Woman's Day or Good Housekeeping. Runners up in the professional category included Holly Spencer, Kenneth Young, and Ashley Stubbs. Chris Capel won the Grand Prize in the amateur category the photo will be featured in the State of Maryland Hunting Guide. Runners up in the amateur category included David Foster, Melissa McGlynn, and Jennifer Ellick.

Mr. Mackey shared the Comprehensive Rezoning Task Force will meet on December 8, 2021, at 6:00 p.m. to discuss the consultant, ZoneCo's, latest product that suggests changes to text in the land use ordinance. Schedule changes are anticipated and will be discussed at the meeting. Planning, Housing, and Zoning issued a building permit for a new commercial building at 621 Morgnac Road. The new building is 6,000 square feet in area and is being built for servicing and repairing of large farm equipment such as combine harvesters. The Planning Commission reviewed three agricultural preservation district applications, a zoning text amendment to allow intrafamily transfers in the Rural Character district, an application for a modified buffer variance related to a home remodeling, and Queen Anne's County draft comprehensive plan. The Department continues to experience staff shortages and is again down three people out of team of nine.

Ms. Carter shared the Dickens of a Christmas Weekend was held from December 3 to 5, 2021. Jess Dutra from Mix 106.5 attended and were provided costumes to wear. Dickens was highlighted on social media posts as well as on the radio and given its own hashtag. Upcoming advertising consists of radio, social media, and television with a commercial on MPT; and ads and editorials in magazines. Working with local partners, a three-page spread showcasing Kent County was featured in What's Up Annapolis. The department has been working to boost social media posts on Facebook and Instagram. The native content pieces on the website have been reviewed and any outdated information removed or updated by Ms. Boulden.

Jamie Williams explained the new process for being set up as an Event Account Manager on the county website has been streamlined as well as the sign-ups for the monthly Economic Development and Tourism Development newsletters. Ms. Williams is working with SCORE to arrange an Industry Network Connections (INC) meeting. The idea is to start with around fifteen businesses and the purpose is to have business leaders share information and best practices. Planning for quarterly meetings with the first meeting focused on employee attraction and retention.

Ms. Williams reviewed the updates to the 2017 Economic and Development Strategic Plan as a result of the discussions at the November meeting. The Commission requested that most of the January meeting be dedicated to reviewing the draft of the 2022 Plan.

There being no further business, a motion was made by Mr. Thompson to adjourn, seconded by Mr. Story and carried unanimously to adjourn the meeting at 4:16 p.m. The Commission agreed to meet again on Wednesday, January 12, 2022, at 3:00 p.m. in the Commissioners' Hearing Room.

Respectfully Submitted,

Jamie L. Williams, CEcD, Director