

KENT COUNTY, MARYLAND
Office of Tourism Development
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Tourism Development Advisory Board Meeting Minutes
January 15, 2019

Board members in attendance: Greg Waddell (Vice-Chair), Casey Carroll, Ingrid Hansen, Sandy Scott
Tourism Office: Bernadette Bowman, Jana Carter

The meeting was called to order at 9:07a.m. The December 18, 2018 minutes were approved: (moved by Ms. Scott and 2nd by Ms. Carroll.

Director's Report (Highlights)

- Visitor Guide 2019: Almost to the printer.
- Website: We will be meeting with Jason in IT next week to discuss the creation of a wedding and health and wellness section on kentcounty.com.
- Video with MD Office of Tourism (OTD): We are working on a hunting video, and have pulled in some of our hunting tourism business partners. They would like to shoot in February.
- Advertising: Very Heavy load with spring ads and co-ops coming up.
 - Advertising consists of negotiating rate, completing agreements, designing, composing and electronically submitting, proofing.
- Fulfillment: In calendar year 2018, more than 20,000 visitor information packets were fulfilled. We surpass last year's figure by almost 2,000.
- Museums of Kent County Marketing Committee: We volunteered to work on the committee to assist in creating a traveling marketing exhibit. Having a very productive meeting this week, we are scheduled to finalize a plan before the next Museums of Kent meeting in February.
- Social Media: January's newsletter went out on the 3rd, with a new native content piece titled "Eastern Neck Island – for Year-Round Adventure." January's social media began on the 1st. We're working on February's newsletter and social schedule now.
- Attended: Chamber Board mtg. and the Chamber Legislative breakfast,
- Upcoming: ESHI Marketing Committee to discuss Marketing grant and Washington Post ad; Jana will be attending the ESHI grant workshop; and we'll be hosting the ESHI board retreat; Tourism Legislative Day in Annapolis (will be holding a planning conference call with Eastern Shore DMOs for our ES Delegation presentation, which is the same day as legislative day); We will be attending "Taste of Maryland – Legislative reception" in Annapolis; Bernadette will be speaking at the Kent Community Breakfast; We will be attending the Chamber of Commerce Award Banquet; We will be meeting with Chesapeake College VP to discuss hospitality curriculum; Will be meeting with County Administrator, Chamber Director and other county department heads to discuss county gateway signage; and will be attending the Rock Hall Business Assoc. meeting.
- Brainstormed Native Content "Doggone Friendly"

February's meeting will be Tues., Feb. 19; 9:00 – 10:00 a.m.; 1st floor commissioners' hearing room.
Adjournment: 10:07a.m.