

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

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

The meeting was called to order at 9:00 a.m. The February 19, 2019 minutes will be approved at the April meeting.

Director's Report (Highlights)

- Visitor Guide 2019: We prepared and shipped more than 40 boxes/envelopes equaling more than 10,000 brochures.
- Website -kentcounty.com: We met again with Jason in IT to review his first draft for the wedding page. Jason will take our suggestions and will continue to develop the page. We continue to work with the Arts' representative. We met again to review the updates, make updates and develop strategy as to how to extract the data needed for all artists.
- County Rebranding: Bernadette and Jana will be on the committee.
- Video with MD Office of Tourism (OTD): The MD Office of Tourism has decided to cancel the video, due to the possible moratorium.
- Advertising: Extremely Heavy load with spring ads and co-ops coming up.
 - Advertising consists of negotiating rate, completing agreements, designing, composing, writing copy, electronically submitting, and proofing.
 - Completed 2 co-ops in March: What's Up Eastern Shore and Sip and Savor
 - Among many spring advertisements, some of particular note are: Kent County will be found in Times Square on the ABC Time Square screen in April, as well as appear in the Horizon Magazine, which is inserted in the Wall St. Journal in New York. We were also in the Washington Post Magazine on March 17, as well as inserted our Visitor Guide into the Washington Post on March 10.
- Museums of Kent County: We met with the Museums of Kent and their contractor to identifying deliverables still outstanding from their grant. The contractor sent what was missing and we populated our website landing pages with that individual museum material.
- MD Ornithological Society (MOS) Annual Conference: Met with MOS which will be holding their annual meeting at Washington College in May. They are expecting between 150 to 200 people to attend. We discussed itineraries, business contacts, suggested excursions, etc.
- Social Media: March's newsletter went out on the 7th, featuring cycling the Byway "Explore Kent County on Two Wheels." March's social media began on the 1st. We're working on April's newsletter and social schedule now. We have compiled the "must mentions" for our April native content piece "Kent County is Doggone Friendly" and will be sending this week.
- African American Walking and Driving Tour brochure: Met and consulted with Sumner Hall and their agency who is working on the revised brochure. Provided deliverables.

- Civil War Trails: Met with the Director, who installed two replacement panels to the Court House and to Monument Park. We also discussed the plan for our three other sites and potential additional markers. Attended the regional meeting in Easton to discuss CW Trails future plans, and marketing of the trail. We attended a regional meeting, which covered the future of the program.
- DC Travel Show with ESHI (Eastern Shore Heritage Area/Stories of the Chesapeake Heritage Area): Jana helped set up the booth and worked it both show days. With our partners: QA, Caroline, and Talbot, we exposed Tens of thousands of attendees to our marketing message.
- Fulfillment: Prepared and shipped a bulk mailing for the Visitor Guide just shy of 8,500 to 40 locations throughout Maryland, including Welcome Centers (State, County and City), tourism offices, State Parks, and camp grounds. Also, prepared and shipped through Pitney Bowes 1600 visitor packets from our advertising requesters.
- MD Office of Tourism and the Canadian Media FAM tour: We will be coordinating the Kent County portion of an Upper Eastern Shore familiarization tour for Canadian writers in May.
- MTDB Marketing Grant: Prepared and submitted grant expenditure report-sent accompanying supportive documentation to OTD office. Am now working on the report that accompanies the agreement.
- Kent Community Breakfast Group: We attended the presentation by Chris Cerino about the marina and waterfront development update.
- Partner Outreach: Met with the manager of Holiday Inn Express, owner of Mitchell House, correspondence with Kent County Lodging Assoc., where we will be presenting at their next meeting.
- Attended: Taste of MD, Chamber Board mtg. and the Chamber Awards Banquet, Rock Hall Business Assoc. Mtg., MDMO Mtg (Statewide Tourism Director mtg.), Monthly mtg. with County Administrator.

April's meeting will be Tues., April 16; 9:00 – 10:00 a.m.; 2nd floor conference room.
Adjournment: 10:30 a.m.