

KENT COUNTY, MARYLAND
Office of Tourism Development
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Tourism Development Advisory Board Meeting Minutes
April 16, 2019

Board members in attendance: Greg Waddell (Chair), Sandy Scott (Vice-Chair), Casey Carroll,
Ingrid Hansen, Suzanne Einstein

Tourism Office: Bernadette Bowman

The meeting was called to order at 9:12 a.m. The March 19, 2019 minutes were approved: (moved by Ms. Scott and 2nd by Ms. Hansen. The February 19, 2019 minutes were approved: (moved by Ms. Scott and 2nd by Ms. Carroll.

Director's Report (Highlights)

- Dolores Jones – New board member. Dolores' first meeting will be in May.
- Visitor Guide 2019: In the process of working on the update, which we will print 15K.
- Website -kentcounty.com: We are doing a major cleansing of the data for our arts pages. We've been working with Barbara Vann, a volunteer from RiverArts, to make sure we have the most up to date information for our arts data.
- County Rebranding: Bernadette and Jana have volunteered to be on the committee. A call for ideas has been sent to all county employees.
- 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 for May: Shore Monthly, which was 12 pages with 25 tourism partner advertisers and What's Up Eastern Shore, which was 4 pages with 16 tourism partner advertisers.
 - Copies to Show: What's Up Eastern Shore- March and Sip and Savor - April
- ESHI Grant Committee –As a member of the grant committee, we reviewed 23 apps for large MHAA grants, of which, six are from Kent County.
- Museums of Kent County: Open House May 4--We assisted in marketing planning and have been pushing out on Social Media.
- 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 marketing, itineraries, business contacts, suggested excursions, etc.
- Social Media: April's newsletter went out on the 11th, featuring Dog Friendly
 - April's social media began on the 1st.
- We're working on May and June's newsletter and social schedule now.
 - Museums and Blue Crab will be our native content
- 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 campgrounds. Also, prepared and shipped through Pitney Bowes 1600 visitor packets from our advertising requesters.

- MTDB Marketing Grant: Prepared and submitted grant expenditure report, as well as, sent accompanying supportive documentation to OTD office. Am now working on the report that accompanies the agreement. Grant: \$47,728 We have received an executed copy.
- MATPRA (Mid Atlantic Tourism Public Relation Assoc.) Jana attended quarterly meeting – will be doing marketplace in Sept, where tourism offices and journalists spend three days together.
- Chasin' the crab campaign: We are working with our Eastern Shore colleagues and MD Office of Tourism to market this campaign.
- Attended: Chamber Board mtg., ESHI Grant and Board mtgs., Museums of Kent County mtg, Rock Hall Business Assoc. Mtg., MDMO Mtg (Statewide Tourism Director mtg.), Monthly mtg. with County Administrator, Commissioners Budget mtg.

May's meeting will be Tues., May 21; 9:00 – 10:00 a.m.; 2nd Floor Conference room.
Adjournment: 10:07 a.m.