

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

Board members in attendance: Suzanne Einstein, Ingrid Hansen, Dolores Jones
Tourism Office: Bernadette Bowman, Jana Carter

The meeting was called to order at 9:05 a.m. The September minutes were tabled.

Director's Report (Highlights)

- Washingtonian Editorial: Shared copy. We submitted more than a dozen photos for consideration of their Chestertown coverage in the Sept. issue. They chose one of our photos as a large feature photo, across a double truck. We were one of two towns that they chose in their "Great Getaways" section for "Great Small Towns." We were featured with Gettysburg, but they chose our Chestertown photo! They also gave us coverage on Washingtonian.com in "Things To Do in DC This Weekend." Interesting that more attention has been given to Kent County since we have been advertising on a more regular basis with them.
- Recreation News editorial: Shared copy. We have such a great relationship with this magazine, which is distributed to all Government officials and management in VA, DC, and MD. We advertise regularly with the magazine. The article in the October issue "View creativity where it actually happens on a fall studio tour," was back to back monthly coverage, for we were also featured in an editorial in September "Cruise into fall and beyond in Kent County, Maryland"
- Worked with MD Office of Tourism on Fish and Hunt Maryland article to include Kent County. Sent photos and text.
- Advertising:
 - Things are picking up in composing print ready files for fall through December advertising. In addition to our negotiating rates, we also complete agreements, design, compose, write copy, electronically submit, and proof all ads.
 - Co-ops: What's UP ES- Oct. and Nov (both were 6-pages with 15 advertisers); Chesapeake Bay-October (7-pages with 8 advertisers)—We also composed ad for website value added; Sip & Savor-Nov/Dec. (double truck with 6 advertisers).
 - Reviewed with the board titles where we have placed ads: includes: Southern Living, Washington Post Magazine, Washington Post Travel, Good Housekeeping, Woman's Day, Country Living,
 - Was generously provided the back page of the RiverArts Studio Tour official Tour Guide as a major sponsor of the event, due to our promotional efforts.
 - We will be adding two titles in 2020: DNR's Fishing and Hunting official Guides.
 - WYPR co-op with Chestertown: The tourism office negotiated a great deal with WYPR and will be partnering with DCA, Chestertown Main Street and several businesses in a year-long campaign. We are working with Carla Massoni and Kay MacIntosh.
 - Eastern Shore Tourism Offices' partnership: Working on Chasin' the Blue Crab ad campaign. We are working with the State Office of Tourism on a full-page ad for Destination MD 2020.

- Begin working with the MD Tourism Office on marketing the Year of the Woman 2021 campaign.
- Social Media: October's newsletter went out on the 1st, and social media also began on the 1st. We will be receiving the proof for November's newsletter shortly, as well as the proof for the social schedule and our newest native content piece "A 'Birdseye' View of Kent County."
- Begin working on our 2020 Visitor Guide.
- Fulfillment: We process and mailed more than 1500 advertising requests, which continue to generate from our Spring advertising. We are now beginning to see the results of our fall advertising.
- Eastern Shore Heritage, Inc. (ESHI) 4-county heritage area: We have a seat on ESHI's grant committee, which will be reviewing our small grant applications in the next few weeks. We also have a seat on the marketing committee and have completed our "Fall 'INN' Love" ad campaign with washingtonpost.com.
- County welcome signs: County welcome signs: With the approval of the County Administrator, all others are also in agreement that the county will clean up the signs owned by the Chamber to buy some time to decide what to do on a more permanent basis. The Chamber has penned an agreement with the landowners to permit Kent County Public Works to access the signs. The tourism office is working with Mike Moulds, Chamber Director and Chamber Board, while keeping the County Administrator in the loop.
- ABA (American Bus Association) Eastern Shore partnership: We will be partnering with our sister ES counties to promote the Eastern Shore at ABA 2020. We will partnering with Caroline, Dorchester and Talbot counties on a FAM tour for ABA 2021, which will focus on African American Heritage and the UGRR.
- MATPRA (MidAtlantic Tourism Public Relations Alliance): Jana served Kent County well when she attended this three-day conference where "journalists meet tourism offices." She featured Kent County as "Instagrammable" and was a big hit with her selfie Instagram frame. She made a lot of contacts and will be following up with these journalist to cultivate editorial coverage.
- Hopkins Farm video: As you know this video was made for an US Open 2021 application bid. The tourism office was part of the video. The Videographer, Justinian Dispenza of Andover Media has given us a copy to show you.
- Went to Crow Farm to photograph and do a Facebook live of the harvest.
- Attended Sumner Hall's annual meeting, providing Tourism office marketing information.
- Present at Maryland Arts Council Regional Meeting. After we arrived at 7:30, we were asked to reschedule because the partners' presentations were scheduled for Friday night between 7:45 and 9:00, and most attendees had left.
- Met with Sharon Herz, who is managing Thornton as a lodging property with her husband. We discussed how the Tourism Office is able to help their business from a marketing stand point.
- Toured Kent Museums with County Administrator and County Commissioners. Discussed future of museum.

NEXT MEETING: Tuesday, November 19 from 9:00 – 10:00 a.m.; 2nd floor conference room.

Adjournment: 10:03 a.m.