

KENT COUNTY, MARYLAND
Office of Tourism Development
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Tourism Development Advisory Board Meeting Minutes
December 17, 2019

Board members in attendance: Casey Carroll, Dolores Jones, Sandy Scott, Greg Waddell
Tourism Office: Bernadette Bowman, Jana Carter

The meeting was called to order at 9:07 a.m. The September (moved by Sandy Scott and 2nd by Dolores Jones), October (moved by Dolores Jones and 2nd by Sandy Scott), and November (moved by Cassey Carroll and 2nd by Sandy Scott) minutes were approved.

Director's Report (Highlights)

- Advertising: We finished up with 2019 advertising and continue to work on 2020 negotiations, placement and design.
- Working on details with journalist for Spring FAM.
- Co-op partnership with GCI (Greater Chestertown Initiative), Main St. Chestertown, and Chestertown businesses. We assisted in negotiating advertising terms with WYPR for a year-long campaign. Has begun!
- Updated native content piece for December. Per the board's suggestion, we edited our 36 hours in Kent County to "48 hours in Kent County." Completed social media schedule and e-newsletter for December. Working on January's and February's social, e-newsletter, and native. We began our increased focus on Instagram hashtags and are seeing results of more engagement.
- Continue working on our 2020 Visitor Guide—which also includes kentcounty.com web updates. Our goal is to have it printed in January.
- Participated on the Chestertown Main Street signage committee. The committee has finalized a selection with the consultant and a site plan is also being finalized.
- Participated in the Rock Hall Main Street meeting
- Participated in the Sumner Hall community meeting.
- Have begun working with the Chesapeake Heartland Project committee.
- Jana was invited by OTD to participate in their social media interviews.
- Continue to work on the Year of the Woman 2021 campaign with the MD Tourism Office on marketing. From our last meeting, we have Kitty Knight and Still Pond.
- Fulfillment: We processed several hundred more advertising requests. We will now process the leads, but hold on delivery until we have our new Visitor Guide.
- County welcome signs: Loretta Lodge, Director of the Kent County Chamber of Commerce has resigned. We will stay on top of the sign restoration. Although the Chamber owns the signs, this is a collaborated effort between the tourism office, Kent County Public Works, the County Administrator and the Kent County Chamber of Commerce.
- ABA (American Bus Association) Eastern Shore partnership: Although we are still waiting to hear if our Eastern Shore ABA 2021 FAM, proposed with our sister ES counties, will be accepted, we have begun preparing for ABA 2020. This partnership with Caroline, Dorchester and Talbot counties allows us to have a representative at ABA in January.

- Participated in an ESHI project—Interviewed tourism offices for completion of an economic impact study of heritage areas.
- Attended GRBA, DCA, and Chamber functions.

NEXT MEETING: Tuesday, January 21 from 9:00 – 10:00 a.m.; 2nd floor conference room.
Adjournment: 10:10 a.m.