



## Tourism Development Advisory Board

**Audio recordings of the Tourism Development Board meetings can be found at <https://www.kentcounty.com/committees/tourism> click on the ‘Recorded Meetings Tab’.**

**March 16, 2021**

The meeting was held virtually on TEAMS.

Board Members Present: Sandy Scott (Chair), Suzanne Einstein, and Ingrid Hanson.

Board Members Absent: Casey Carroll, Dolores Jones, and Chikki Shajwani.

Also in Attendance: Jana Carter, Tourism Manager; Jamie Williams, Director and Katie Wright, Economic Development Manager, Economic & Tourism Development; Shelley Heller, County Administrator; and Dawn Jacobs, Mayor, Town of Rock Hall.

Ms. Scott called the meeting to order at 9:08 a.m. Ms. Scott requested a motion to approve the minutes from the January 19 and February 16, 2021 meetings, however, there was no quorum, and the minutes will be approved at next meeting.

Ms. Carter provided an update on upcoming tourism advertising for the remainder of FY2021. Advertising will continue to include a mix of print, digital, radio and social media advertising to reach the target markets. Transit marketing will also be added to the mix.

Ms. Carter reported on several tourism projects. The Chesapeake Country National Scenic Byway has been elevated to All-American Road status. Ms. Carter will become a member of the Chesapeake Country All-American Road Marketing Committee which is led by the State Office of Tourism Development. The Pride of Baltimore will be making stops in Kent County in June and September of 2021. Ms. Carter is working with the National Park Service and Pride to coordinate events.

Ms. Wright provided the Board with an update on Economic Development projects. The Kent County Photo Contest will launch soon. The contest is structured to provide awards at the amateur and professional level. Job listings has been designed to assist business in seeking candidates for vacant positions and posted on the Economic Development social media pages. Ms. Wright stated that QR coding is being incorporated into table-top displays highlighting the Kent County Visitor Guide. The displays have been distributed to several lodging locations.

Ms. Carter provided an update on the Visitor Guide. The final edits will be completed and forwarded to the printer. The current digital version of the Visitor Guide will be replaced. The digital guide will have “clickable” links for each business in the guide. Ms. Carter reported

that due to the uncertainty with dates for annual events, that a website will be displayed so that visitors are directed to the website for the most current information.

Ms. Einstein stated that several businesses have indicated that they are having trouble acquiring seasonal employees. Ms. Williams stated that businesses can contact Economic Development with details regarding positions they are seeking to fill. There are several outlets for job posting (Maryland Workforce Exchange, etc.) that Economic Development can assist businesses to access as well as post vacancies on social media. Ms. Wright will create a post directing employers on where to go to list jobs.

Ms. Williams provided an update on Code Home Rule 4-2021. CHR4-2021 was drafted to define the new Economic and Tourism Development department as well as combine the Economic Development Commission and Tourism Development Advisory Board. She stated that CHR4-2021 is scheduled for a public hearing on March 16, 2021.

Ms. Williams provided an update on the department structure stating the Administrative Assistant II position has been advertised and will close on March 24, 2021.

Ms. Williams reported on the American Rescue Plan. All towns will be receiving funding and that the amounts were determined by Community Development Block Grant qualifications. Ms. Williams stated that funds are to be used for responding to the public health emergency, premium pay for essential workers, to offset government revenue loss, and investments in infrastructure.

Ms. Jacobs reported that the Town of Rock Hall is focusing on tourism and economic opportunities. The Museum's Board has been re-instated. Rock Hall has applied for grant funds to support heritage tourism projects through developing a strategy to provide support for the museum collections and expanding economic opportunities. The targeted timeframe for project is Summer 2021 with projected launch in Summer 2022.

There being no further business, a motion was made by Ms. Einstein, seconded by Ms. Scott, and carried unanimously to adjourn the meeting at 9:53 a.m. The Board agreed to meet again on Tuesday, April 20, 2021 at 9:00 a.m. virtually on TEAMS.

Respectfully Submitted,

Jana Carter, Tourism Manager