



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

**October 20, 2020**

The meeting was held virtually on TEAMS.

Board Members Present: Greg Waddell (Chair), Sandy Scott (Vice Chair), Suzanne Einstein, Ingrid Hanson and Chikki Shajwani.

Board members Absent: Casey Carroll and Dolores Jones.

Also in Attendance: Jana Carter, Assistant Director, Tourism Development; Jamie Williams, Director, Economic Development; Shelley Heller, County Administrator; and Jim Luff, Chair, and Dick Story, Member, Economic Development Commission

Mr. Waddell called the meeting to order at 9:15 am. Mr. Waddell requested a motion to approve the minutes from the September 15, 2020 meeting. On motion by Ms. Scott and seconded by Ms. Einstein, the Board unanimously approved the minutes.

The Board was presented with an advertising proposal by Rylan Amundrud, Visit Widget.

Mr. Story reported on the recommendation regarding the structure of the Economic and Tourism Development departments. Mr. Story met with each member of the Tourism Development Advisory Board (TDAB) and Economic Development Commission (EDC). The recommendation will be revised to include TDAB comments and presented to the County Commissioners on November 10, 2020.

Ms. Carter reported stats on Visitor Guide printing from previous years. Due to the excess inventory for this year an additional 5,000 Visitor Guides will be inserted into the Washington Post for distribution. At the November meeting the Board will discuss how many guides to print and the strategy for 2021.

Ms. Williams reported that Open Meetings Act Training has been completed by Ms. Jones.

Ms. Williams reported that there will be two vacancies due to TDAB members' terms expiring the end of November. Two interest forms have been received.

Ms. Carter reported on the Marketing Strategy & Advertising Plan meeting held with Mr. Waddell, Ms. Scott, Ms. Einstein and Ms. Williams. The subcommittee will develop a recommendation and present the plan at the November meeting. Once approved by the TDAB, the plan will be presented to the County Commissioners.

October 20, 2020

Page 2

TDAB Minutes

The Board decided to table the Tourism Impact Report review and discuss at the November meeting.

There being no further business, a motion was made by Ms. Einstein, seconded by Ms. Scott and carried unanimously to adjourn the meeting at 10:40 am. The Board agreed to meet again on Wednesday, November 17, 2020 at 9:00 am virtually on TEAMS.

Respectfully Submitted,

Jana Carter  
Assistant Director