



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'.

August 20, 2020

The meeting was held virtually on TEAMS.

Board Members Present: Greg Waddell (Chair), Sandy Scott (Vice Chair), Suzanne Einstein, Dolores Jones, and Chikki Shajwani

Board members Absent: Casey Carroll and Ingrid Hanson

Also in Attendance: Jana Carter, Assistant Director, Tourism Development; Jamie Williams, Director, Economic Development; Shelley Heller, County Administrator

Mr. Waddell called the meeting to order at 9:30 am.

The Board reviewed the proposed Advertising Plan for the remainder of CY2020. Ms. Carter shared that additional publications were added to cover the geographic areas of Southern Pennsylvania and Mainline New Jersey.

Mr. Waddell requested a motion to approve the Advertising Plan for interim funding for the remainder of CY2020. On motion by Ms. Jones and seconded by Ms. Einstein, the Board unanimously approved the final recommendation of the Advertising Plan to be presented to the Kent County Commissioners.

There being no further business, a motion was made by Ms. Scott, seconded by Ms. Jones and carried unanimously to adjourn the meeting at 10:00 am.

Respectfully Submitted,

Jana Carter
Assistant Director