



Audio recordings of the Economic and Tourism Development Commission meetings can be found on the Recordings Tab.

October 12, 2021

Commission Members Present: Tracey Williams, Aaron Bramble, Dick Story, and Suzanne Einstein

Commission Members Absent: Sandy Scott, Chikki Shajwani, Rob Thompson, and Dolores Jones

Also in Attendance: Jamie Williams, Director, Jana Carter, Tourism Manager, Katie Wright, Economic Development Manager, and Shalyn Boulden, Administrative Assistant, Economic and Tourism Development; Shelley Heller, County Administrator

At 3:03 p.m. Mr. Story called the meeting to order. The approval of September 8, 2021, minutes will be postponed until the November meeting, a quorum was not present.

Bill Mackey, Director, Planning, Housing, and Zoning shared the Comprehensive Rezoning Update Task Force will meet on Wednesday, October 13. The Task Force will conclude its review of this round of selected requests for specific text changes with a focus on administrative matters. The Task Force will review its revised draft recommendations on previously reviewed items. The Task Force will discuss its upcoming meeting on October 27, 2021, which includes a Public Forum to receive public input on the Task Force's recommendations. On October 7, 2021, the Planning Commission approved, among other items, the final site plan for a 6,000 square-foot addition for Atlantic Tractor on Morgnec Road and a preliminary site plan for two cottages at Great Oak Manor, including a condition that limits the Great Oak manor site to two cottages to house four rooming units. Great Oak Manor was already approved for fifteen rooming units plus manager's quarters as part of a previous special exception process. The Board of Appeals will hear an application for a special exception to allow migrant worker housing on the property at 12515 Augustine Herman Highway for Bonnie Plant Farm Nursery.

Connie Dean, Career Technology Education (CTE) Liaison, provided an introduction and update. Ms. Dean is the liaison between businesses and the public-school systems in Kent and Queen Anne's counties promoting CTE, the trades. Focusing on building a workforce pipeline starting with and not limited to internships and apprentice programs. Ms. Dean focused on a needs assessment for the businesses and high schools, participating in networking events, and creating an outline for the CTE position to design a sustainable system for keeping students, parents, and school counselors informed on youth internships and apprenticeship programs. Local businesses and all three high schools have shown an interest in hosting job and/or internship fairs.

Jamie Williams attended a farm tour with the University of Maryland Extension Office which included visits at Fair Hill Farm, Crow Vineyard, and the Sudlersville Meatlocker. Commissioner Mason and Ms. Williams attended the Cecil County Fall Harvest dinner. As a

result, Ms. Williams and joined the Kent County Farm Bureau. The Economic Impact of Tourism report was sent out before the meeting. In 2020 Visitor Spending in Kent County was \$47 million, a 6.2% decline from 2019, and provided direct employment to 335 people, a 28.4% decline from 2019. The pandemic affected the Tourism industry in the most adverse way.

Ms. Carter shared truck campaign in Philadelphia and Wilmington ran initially for three months, May through July. The impressions are captured using an overlay between the truck's GPS and cell phone data. The truck captures how many cell phones were within a 300' radius. The calculations for the first month, were about 69,000, the second month about 67,000, and the third month about 70,000, daily impressions. The monthly tourism letter has received positive feedback. Jess Dutra, from Mix 106.5, is making another promotional trip to Kent County for the Dickens Festival. A three-page Kent County spread will be in the What's Up Annapolis November issue, a collaboration between Kent County and businesses in Rock Hall and Chestertown.

Ms. Wright shared the winners of the photo contest have been selected and printed on canvas. The pictures are displayed at the entrance to the building and the Commissioners' Hearing Room. The winning prints will be given to the winners at an upcoming Commission meeting. The Economic and Tourism Development team is rotating attending the local business association meetings. Seven submissions were received for the online sales and telework grant with five selected to receive funding. Ms. Wright and Ms. Carter have been working together on creating ads to generate a cohesive County brand.

There being no further business, a motion was made by Mr. Bramble and seconded by Tracey Williams and carried unanimously to adjourn the meeting at 4:29 p.m. The Commission agreed to meet again on Wednesday, November 10, 2021, at 3:00 p.m. in the Commissioners' Hearing Room.

Respectfully Submitted,

Jamie L. Williams, CEcD, Director
Department of Economic and Tourism Development