

**KENT COUNTY, MARYLAND**  
**Office of Tourism Development**  
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Tourism Development Advisory Board Meeting Minutes  
February 19, 2019

Board members in attendance: Shirley Loller (out-going Chair), Greg Waddell (incoming Chair),  
Nancy McGuire (outgoing board member), Sandy Scott  
Tourism Office: Bernadette Bowman, Jana Carter

The meeting was called to order at 9:06 a.m. The January 15, 2019 minutes were approved: moved by Ms. Scott and 2<sup>nd</sup> by Mr. Waddell.

Director's Report (Highlights)

- Visitor Guide 2019: Hot off the press. Reviewed and discussed additions/changes.
- Website -kentcounty.com: We met with Jason in IT to discuss the creation of a wedding page and have provided Jason the necessary material needed to complete a draft. We are going to finish the Wedding section first and then work on the Health and Wellness section.
- Video with MD Office of Tourism (OTD): The MD Office of Tourism is having challenges getting this project completed in February. We are standing by and are ready to proceed.
- Advertising: Extremely Heavy load with spring ads and co-ops coming up.
  - Advertising consists of negotiating rate, completing agreements, designing, composing, writing copy, electronically submitting, and proofing.
  - 2 co-ops in March: What's Up Eastern Shore and Sip and Savor
- Museums of Kent County Marketing Committee: We completed work on assisting the committee in creating a traveling marketing exhibit. The plan was presented at last week's Museums of Kent meeting and approved. We attended the Museums meeting. We also attended the grant review committee and assisted in identifying deliverables still outstanding for the landing pages.
- Social Media: February's newsletter went out on the 7th, featuring "Weddings." February's social media began on the 1<sup>st</sup>. We're working on March's newsletter and social schedule now. We will also be sending the "must mentions" for our April native content piece "Kent County is Doggone Friendly."
- Harrisburg Outdoor Show: Participated in planning conference call. Jana and Bernadette each worked the booths (Fishing and Hunting) with the MD Office of Tourism and DNR. This is an opportunity for the small counties (with limited budgets and staff) to have a presence at this nine-day show.
- ESHI (Eastern Shore Heritage Area/Stories of the Chesapeake Heritage Area): As a member of the marketing committee – the committee finalized an advertising campaign for the Washingtonpost.com titled "FallINNlove" featuring all four of the counties. Jana attended the ESHI grant workshop. We also participated in the Board retreat planning short and long-term strategies.
- Tourism Day in Annapolis: Participated in the planning conference call for a presentation to the Eastern Shore Delegation the same morning as Tourism Day. An overall presentation was given and then each Eastern Shore tourism office stood and presented their county economic impact figures. A dart board with the name of each county and its economic impact figure, as well as the

total ES figure was left for the delegation room. Dart board coasters were also left behind for each member.

- National Music Festival: Met with Charles Taylor to brainstorm and discuss ideas to draw more attendance during the week.
- Arts & Entertainment Web Pages: We met with Arts' representative who is assisting us in reviewing and updating all artist's information on our website.
- Chesapeake College: Met with David Harper, VP Workforce & Academic Pro to discuss hospitality curriculum and brainstorm/suggest tourism related business partners.
- Kent Community Breakfast Group: Bernadette gave tourism presentation.
- County Signs: Met with County Administrator, Chamber Director, Director of Public Works, and Director of Economic Dev. to discuss the Chamber's current county gateway signage and how/if to fix or replace.
- Video: Met with stakeholder who would like to partner in doing a Chestertown video.
- Partner Outreach: Met with owner of Wheelhouse Restaurant and co-owners of Pearl on Main to discuss marketing opportunities with our office. Also met with Elliott Furman to discuss our office's marketing efforts and several tourism related business ideas.
- Attended: Taste of MD, Chamber Board mtg. and the Chamber Awards Banquet, Rock Hall Business Assoc. Mtg., MDMO Mtg (Statewide Tourism Director mtg.), Monthly mtg. with County Administrator.
- After the passing of the gavel from Shirley to Greg, the board voted Sandy Scott as vice-Chair.
- Bid so long to Shirley and Nancy and presented them with a gift of gratitude for serving.

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March's meeting will be Tues., March 19; 9:00 – 10:00 a.m.; 2nd floor conference room.  
Adjournment: 10:12 a.m.