

**KENT COUNTY, MARYLAND**  
**Office of Tourism Development**  
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Tourism Development Advisory Board Meeting Minutes  
September 17, 2019

Board members in attendance: Greg Waddell (Chair), Sandy Scott (vice-Chair), Casey Carroll,  
Dolores Jones, Ingrid Hansen

Tourism Office: Bernadette Bowman

The meeting was called to order at 9:03 a.m. The June, July, and August minutes were approved: moved by Dolores Jones and 2<sup>nd</sup> by Sandy Scott.

Director's Report (Highlights)

- Editorial Washingtonian: Submitted more than a dozen photos. They are doing a piece on Chestertown in the Sept. issue. They chose one of our photos as a large feature photo.
- Editorial Recreation News: They are doing a fantastic article in September titled "*Cruise Into Fall and Beyond in Kent County, Maryland.*" And we are working on another, which will publish in October:
- Advertising:
  - Continue to Negotiate FY20 advertising.
  - In addition to our negotiating rates, we also complete agreements, design, compose, write copy, electronically submit, and proof all ads.
  - FY19: 85 ad placements; 18 co-op ads
  - Co-ops: County Lines-Sept; Shore Monthly – Aug. and Sept.; What's UP ES- Oct. (4-page spread 15 advertising partners.); proofed Chesapeake Bay-October amazing 7-page co-op.
  - We have negotiated co-op rates for Philly Mag. and Washington Post Express, and continue to talk with Washingtonian and Northern Va. Mag.
  - Meeting with WYPR and Carla Massoni to discuss possible co-op with Chestertown
  - Negotiated rate and last-minute placement for partner to run in County Lines—outside of a co-op with the co-op rate.
- Social Media: September's newsletter went out on the 1<sup>st</sup>, which featured our newest native content piece "A College Town." Social media also began on the 1<sup>st</sup>. We are working on October's newsletter, social schedule, and native content. We have completed our outlines through December.
- ABA (American Bus Association) Eastern Shore partnership: Attended meeting with our sister ES counties to discuss ABA 2020 and ABA 2021.
- County welcome signs: Spoke with Mike Moulds, Chamber Director, and Chamber President about bringing sign project back to the front burner. All are good with doing this. I will reach out to Shelley to get her approval.
- Met with Jamie and Emily to discuss packet for UMES recruitment efforts.

- Attended the Betterton Museum virtual reality launch, which was produced by Washington College.
- Finished closing out our FY19 co-op receivables.
- Met with Elizabeth Watson about cultural landscape analysis video.
- Begin preparing for MATPRA: Jana will be attending this three-day conference where “journalists meet tourism offices” She will be featuring Kent County as “Instagrammable.”
- Museums of Kent County: Washington College’s College Relations Director Raven Bishop is leading a project that creates virtual reality (audio and visual). They have completed their project with Betterton Museum, which included digitizing and documenting more than 4000 artifacts. They will begin work with the African American Schoolhouse Museum and then the Massey Air Museum. Their goal is to complete every museum of Kent County.
- Worked with RiverArts on Artist listings on kentcounty.com
- Collected, prepared and submitted material for Destination MD 2020
- Participated in Hopkins Farm video being made for US Open 2021 application bid. We reviewed video (with videographer).
- Fulfillment: We fulfilled more than 1250 advertising requests, which continue to generate from our Spring advertising.
- MTDB Marketing Grant: We received executed copy.
- Eastern Shore Heritage, Inc. (ESHI) 4-county heritage area: participated in the FY20 planning session at August’s board meeting. We also have a seat on ESHI’s grant committee and marketing committee.
- Met with DCA secretary and discussed marketing and a stronger partnership.
- Prepared welcome bag for Washington College orientation
- Met with and consulted with Legacy Day committee to discuss event day pedestrian signage.
- Maine Tourism: Discussed results of study with one of the study’s authors.
- Working on a cleansing of our partner database.
- Correspondence with Sultana Downrigging about marketing
- Met with President of the Friends of Eastern Neck to discuss marketing for the Winter Bird Walks.

### Discussion

- Native Content Pieces: Redesign page where natives live. Create navigation with photo and just a caption that links to story. Lead with the most popular.
- E-newsletter: target market by demographic and geographic

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NEXT MEETING: Tuesday, October 15 from 9:00 – 10:00 a.m.; 2<sup>nd</sup> floor conference room.  
Adjournment: 10:27 a.m.