

**KENT COUNTY, MARYLAND**  
**Office of Tourism Development**  
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Tourism Development Advisory Board Meeting Minutes  
February 18, 2020

Board members in attendance: Sandy Scott, Casey Carroll  
Tourism Office: Bernadette Bowman

The meeting was called to order at 9:00 a.m. The December and January minutes were tabled.

Director's Report (Highlights)

- Advertising: Continue to be inundated with Spring ad deadlines. Have spent more time working on ad design and composition, writing copy, and proofing ads. Confirmed co-ops through June: What's Up ES, Chesapeake Bay, Sip & Savor Mag., County Lines Mag., and Shore Monthly Mag.
- Working on FAM tour with Washingtonian journalist for summer article on Chestertown.
- Completed and submitted grant report to MD OTD.
- Updated native content piece for February and have begun working on March (Fresh Foods). We are completing our must mentions for the March e-newsletter and finalizing our March native content piece. Working on completing our social media schedule for March.
- Continue working on our 2020 Visitor Guide—which also includes kentcounty.com web updates. It will be sent to the printer this week.
- Jana attended the Great American Outdoor Travel Show in Harrisburg. This is a partnership with OTD and DNR.
- Attended the Chesapeake Heartland Project meeting, which is a partnership with the Smithsonian (National Museum of African American History and Culture, Washington College's Star Center. The project will document and archive Kent County African American stories, over a three-year period.
- ABA (American Bus Association) Eastern Shore partnership: Working on ABA 2021—it will be held in Baltimore. We have contacted and solidified most of our FAM sights – As you know, we were chosen to do an Eastern Shore ABA 2021 FAM. With our sister ES counties (Caroline, Dorchester and Talbot), this partnership allows us to highlight our respective counties, in an effort to increase group tour business. The FAM tour theme is the Under-Ground Railroad.
- Presented to the Eastern Shore Delegation with our ES sister counties.
- Attended the Maryland Tourism Coalition Tourism Day in Annapolis.
- Attended the legislative reception for tourism
- ESHI (Heritage Area) board meeting
- Attended the legislative reception for MDMO (statewide Tourism office organization.)
- Attended GRBA, DCA
- Met with Mark Dubin of the Chesapeake Blues (an 1812 reenactment regiment) to discuss upcoming project and event.
- Attended the reception for the new Director of the Garfield Steve Arnold.
- Attended the Rock Hall Museum meeting.
- Will be launching our Kent County Wedding site on kentcounty.com.
- Met with Cecil and Queen Anne's tourism directors about the Chesapeake Country National Scenic Byway.
- Brainstormed advertising strategies.

NEXT MEETING: Tuesday, March 17 from 9:00 – 10:00 a.m.; 2<sup>nd</sup> floor conference room.  
Adjournment: 10:00 a.m.