

KENT COUNTY, MARYLAND

Office of Tourism Development

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Tourism Development Advisory Board Meeting Minutes June 18, 2019

Board members in attendance: Greg Waddell (Chair), Sandy Scott (vice-Chair),
Suzanne Einstein, Dolores Jones, Chikki Shajwani
Tourism Office: Bernadette Bowman and Jana Carter

The meeting was called to order at 9:02 a.m. The May 21, 2019 minutes were approved: (moved by Ms. Jones and 2nd by Ms. Scott.

Director's Report (Highlights)

- Welcome new board member: Chikki Shajwani
- Conducted Canadian Media FAM (Familiarization Tour): We developed an itinerary and partnered with the MD Office of Tourism to host four Canadian journalists in Kent County, over a two-day period. As part of the Maryland's Great Chesapeake Bay Loop, the theme for this state FAM tour, five counties were covered (Anne Arundel, QA, Kent, Cecil, and Harford.) We are thankful for our tourism partners who generously assisted us in welcoming these travel writers. We will monitor the stories that will be written.
- The Tourism Office provided the Kent County Chamber of Commerce with a dozen photos, of which they will be using one for their Chamber Directory cover.
- We spoke with producer of History Chanel TV show "It's How You Get There." We created, sent, and later discussed suggested scenes. We discovered that it will cost us \$40,000 to get the show. Unless the producer can find the sponsors, we will not be doing.
- Visitor Guide 2019 Brochure: We will be bulking out several thousand to Maryland County and State welcome centers.
- The Maryland Ornithological Society brought 150 attendees to their annual convention at Washington College. Not only did we provide input in a planning session, we assisted in marketing efforts through print and social media. We prepared and provided welcome bags for each attendee, which included Kent County collateral, helping to drive business.
- Advertising: We continue to negotiate rates and placing ads for FY20. We handle an extremely heavy load with spring ads and co-ops.
 - Advertising consists of negotiating rate, completing agreements, designing, composing, writing copy, electronically submitting, and proofing.
 - We are preparing for the planning, designing, composing, and writing material for co-op magazine ads coming up: County Lines, Chesapeake Bay Mag., Shore Monthly, What's Up ES
- Intern and On-call help: Our star intern, Anu Sharma, will be coming back to us this summer. Our on-call person has maxed out of her 500 hours per fiscal and can not be scheduled again until the new fiscal, July 1.
- We've begun working with Planning & Zoning on the MD Bicycle Map. MTA SHA is producing the map.

- We met with the Museums of Kent, and provided consultation on their brochure.
- Summer MACo booth: The Tourism Office has been asked by the County Administrator to do the MACo booth this year. We will design, prepare, execute, and work the booth over the two-day conference in Ocean City.
- Native content stories: We have edited and updated all 27 stories, which are located at kentcounty.com/visitors. We are also working on developing seven themes for FY20.
- Social Media: June's newsletter went out on the 6th. June's social media began on the 1st. We have begun working on July's newsletter and social schedule.
- We will discuss in more detail the benefits of Connect in future board meetings.
- Fulfillment: We have been fulfilling advertising requests that are responding to Spring advertising. We have sent 1400 information packets and are working on getting out thousands more by the end of June.
- MTDB Marketing Grant: Work is being done on the reimbursement request and report.
- We are working with the Maryland Office of Tourism on a web page for Chestertown, UGRR sites, and co-op advertising. We will soon be working on a web page for Rock Hall.
- Attended: Chamber Board mtg., ESHI Grant and Board mtgs., Museums of Kent County banner mtg, Rock Hall Business Assoc. Mtg., Rock Hall Main Street Murals Unveiling, MDMO mtg, and Monthly mtg. with County Administrator.
- Brainstorming native content topics with the board: Some of the topics that we discussed are included in existing native content pieces, which we will review to see if we can spin off and emphasize individual activities/attractions. The board agreed to give a thorough read to all our native content pieces and will then offer additional suggestions. Below is a recap of the session.
 - 3-days in Kent County (Possibly an addition to our 36-hour guide to Kent County.)
 - Eco-Tourism (Possibly a different twist to our Kent County for Nature lovers' piece.)
 - All things water (We will take a look at our Kent County for Water Lovers' piece, and maybe spin off the following topics.)
 - Marinas
 - Transients
 - Charters (fishing, sailing)
 - Best spots for SUP (Possibly a spin off from Kent County for Water Lovers and Paddling the Historic Water Trails of Kent County pieces.)
 - Fresh Foods (Possibly spinoffs from Kent County for Foodies piece.)
 - Farmers Market
 - Galena and Rock Hall
 - Roadside
 - Shopping (While shopping is included in almost all pieces, consider doing its own stand-alone piece.)
 - small businesses
 - hunting, fishing, and outdoors (Possibly a spinoff from our Hunting in Kent County piece.)
 - Live Music (Possibly a spin off from Kent County for Art Lovers' piece.)
 - Washington College (Possibly a spin off from a History Buff's Guide to Kent County.)
 - Bird Watching (Possibly spin offs from our Kent County for Nature lovers' piece.)
 - live stream
 - largest snow goose population
 - Tundras and Eagles

July's meeting will be Tues., July 16; 9:00 – 10:00 a.m.; Commissioners' Hearing room.
Adjournment: 10:30 a.m.