

KENT COUNTY, MARYLAND
Office of Tourism Development
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Tourism Development Advisory Board Meeting Minutes
August 20, 2019

Board members in attendance: Sandy Scott (vice-Chair), Dolores Jones
Tourism Office: Bernadette Bowman

The meeting was called to order at 9:03 a.m. The June 18 and July 16, 2019 minutes were tabled.

Director's Report (Highlights)

- Results: Journalist FAM (Familiarization Tour) Kurt Jacobson: This freelancer writes for about 40 titles. Feature on <https://trip101.com/article/the-inn-at-huntingfield-creek-maryland-eastern-shore-hospitality>. Kurt's first article from the FAM was on the Inn at Huntingfield Creek. The next story is "2 charming towns on the Eastern Shore," for Edible Delmarva. The two towns are Rock Hall and Oxford. From the two-day itinerary that we developed, Kurt features Rock Hall. We constructed our itinerary with the intent to trigger multiple story ideas, which has already proven successful. We will continue to monitor all stories that will be written and we will be pitching more Kent County stories to this writer, especially now that we know his interests.
- Submitted more than a dozen photos to the Washingtonian. They are doing a piece on Chestertown in the Sept. issue. They chose one of our photos as a large feature photo.
- Completed editorial feature in Recreation News, 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.; Chesapeake Bay-October
 - We have negotiated co-op rates for Philly Mag. and Washington Post Express, and continue to talk with Washingtonian and Northern Va. Mag.
- MD Bicycle Map (MTA- SHA): The commissioners approved a request to participate and to use our bike tour maps. We will be partnering with Planning & Zoning on this project.
- Social Media: August's newsletter went out on the 1st, and social media also began on the 1st. We are working on Sept.'s newsletter, social schedule, and native content, as well as a year-out plan.
- Fulfillment: We fulfilled more than 1250 advertising requests, which continue to generate from our Spring advertising.
- MTDB Marketing Grant: We received the 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 and consulted with Legacy Day committee to discuss event day pedestrian signage and marketing.
- 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
- Will be partnering with ENNWR winter bird walk event committee on marketing

Next Meeting: Tuesday, September 17 from 9:00 – 10:00 a.m.
Adjournment: 10:30 a.m.