



Tourism Development Advisory Board

Audio recordings of the Tourism Development Board meetings can be found at <https://www.kentcounty.com/committees/tourism> click on the ‘Recorded Meetings Tab’.

January 19, 2021

The meeting was held virtually on TEAMS.

Board Members Present: Sandy Scott (Chair), Suzanne Einstein, Dolores Jones, and Chikki Shajwani.

Board Members Absent: Casey Carroll and Ingrid Hanson

Also in Attendance: Jana Carter, Tourism Manager; Jamie Williams, Director, Economic and Tourism Development; and Shelley Heller, County Administrator.

Ms. Scott called the meeting to order at 9:02 am. Ms. Scott requested a motion to approve the minutes from the November 17, 2020 meeting. On motion by Ms. Jones and seconded by Ms. Einstein, the Board unanimously approved the minutes.

Ms. Carter provided an update on the plan for printing and distribution of the Visitor Guide. The breakeven price point for printing occurs at 25,000 copies. It was decided to reduce the number of Visitor Guides to 10,000 printed copies for 2021, promote the digital copy, and re-evaluate for 2022. A distribution strategy will involve engaging individual tourism-related businesses through email requests for fulfillment.

Ms. Williams presented the annual Tourism Impact Report. Visitor spending in 2019 was \$63 million with 2nd homes being the largest component. The Board had questions regarding various components. Staff will continue to investigate the source and methods of the reported numbers.

Ms. Carter provided an update on the Marketing Strategy & Advertising Plan to the Board. She stated that co-op advertising opportunities will be offered to partners and advertising has been diversified to include radio and digital promotion. She reported that QR coding will be used in advertising moving forward.

Ms. Williams reported that the department is exploring opportunities for a communications platform to streamline the process, specifically for categorizing businesses and email newsletter distribution.

January 19, 2021

Page 2

TDAB Minutes

There being no further business, a motion was made by Ms. Einstein, seconded by Ms. Jones, and carried unanimously to adjourn the meeting at 9:59 am. The Board agreed to meet again on Tuesday, February 16, 2021 at 9:00 am virtually on TEAMS.

Respectfully Submitted,

Jana Carter, Tourism Manager