



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

September 15, 2020

The meeting was held virtually on TEAMS.

Board Members Present: Greg Waddell (Chair), Sandy Scott (Vice Chair), Suzanne Einstein, Dolores Jones, and Ingrid Hanson

Board members Absent: Casey Carroll and Chikki Shajwani

Also in Attendance: Jana Carter, Assistant Director, Tourism Development; Jamie Williams, Director, Economic Development; Shelley Heller, County Administrator; and Jim Luff, Chair, and Dick Story, Member, Economic Development Commission

Mr. Waddell called the meeting to order at 9:03 am. Mr. Waddell requested a motion to approve the minutes from the August 18 & 20, 2020 meetings. On motion by Ms. Jones and seconded by Ms. Scott, the Board unanimously approved the minutes from the August 18 & 20, 2020 meetings.

Ms. Williams reported there have been many discussions with counties throughout Maryland regarding the structure of Economic and Tourism Development departments. Current budgets and job descriptions were provided to the Tourism Development Advisory Board (TDAB) and the Economic Development Commission members. Mr. Story, Mr. Luff and Mr. Waddell agreed to work together to develop a recommended structure to the respective boards for review, in preparation for a recommendation to the County Commissioners.

Ms. Williams reported that there will be two vacancies due to TDAB members' terms expiring in November. Currently there are no interest forms on file, several recommendations for members were discussed. Staff will forward interest forms to all identified candidates.

Ms. Carter reported stats on Visitor Guide printing from previous years (2018 – 34,100; 2019 – 55,000; 2020 – 40,000). Due to State Visitor Centers closures there are a surplus of visitor guides. There was a discussion on how many guides should be printed for 2021 and adjusting strategy for upcoming year.

Ms. Williams reported that Open Meetings Act Training has been completed for Tourism and Economic Development staff. Ms. Jones committed to completing the training for the TDAB, per regulations.

Mr. Waddell requested that TDAB schedule a presentation regarding a Tourism App at the next Board meeting. Mr. Waddell suggested that the presentation be from a company that is familiar with how to promote destinations and have expertise in the tourism industry. Ms. Carter will schedule the presentation for the October 20th meeting.

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Ms. Carter and Ms. Williams met with Sam Shoge, Executive Director, Kent County Chamber of Commerce and Andy Goddard, President, Downtown Chestertown Association to discuss collaboration on possible future advertising (coops), more information to follow.

Ms. Williams reported the survey of TDAB members regarding the meeting schedule resulted in no change in day or meeting time. Meetings will continue to be held the 3rd Tuesday of the month at 9:00 am.

Ms. Carter requested a separate meeting to discuss the Marketing Strategy & Advertising Plan for January through June 2021. The meeting will be scheduled prior to the next TDAB meeting. Mr. Waddell, Ms. Scott, and Ms. Einstein agreed to sit on an informal subcommittee to bring a plan to the board at a future meeting.

There being no further business, a motion was made by Ms. Einstein, seconded by Ms. Scott and carried unanimously to adjourn the meeting at 10:15 am. The Board agreed to meet again on Wednesday, October 20, 2020 at 9:00 am virtually on TEAMS.

Respectfully Submitted,

Jana Carter
Assistant Director