



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'.

November 17, 2020

The meeting was held virtually on TEAMS.

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

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

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

The Board was presented with an advertising proposal by Rick Carter, Delmarva Craft

Ms. Carter provided an update on the plan for printing the Visitor Guide. Due to the excess inventory this year, it was suggested to reduce the number of Visitor Guides to be printed for 2021. A digital edition and marketing options for the Visitor Guide are also being explored.

Ms. Williams reported that there will be two vacancies due to TDAB members' terms expiring the end of November. Two interest forms have been received.

Ms. Carter presented the Marketing Strategy & Advertising Plan to the Board. On motion by Ms. Jones and seconded by Ms. Scott, the Board unanimously approved the plan to be presented to the County Commissioners in December 2020.

The Board decided to table the Tourism Impact Report review and discuss at the December meeting with subsequent follow-up in January 2021 if necessary.

Ms. Heller provided an update on the CARES Grant funding. She stated the remaining funds would be allocated to businesses before the end of December 2020.

There being no further business, a motion was made by Ms. Scott, seconded by Ms. Einstein and carried unanimously to adjourn the meeting at 10:24 am. The Board agreed to meet again on Tuesday, December 15, 2020 at 9:00 am virtually on TEAMS.

Respectfully Submitted,

Jana Carter
Assistant Director