

KENT COUNTY, MARYLAND
Office of Tourism Development
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Tourism Development Advisory Board Meeting Minutes
January 21, 2020

Board members in attendance: Ingrid Hansen, Dolores Jones, Greg Waddell
Tourism Office: Bernadette Bowman

The meeting was called to order at 9:06 a.m. The December minutes were tabled.

Director's Report (Highlights)

- Advertising: Advertising: Starting to get inundated with Spring ad deadlines. Will be spending a good deal more time working on ad design and composition, writing copy, and proofing ads. Met with What's Up ES and Chesapeake Bay magazine to confirm co-op schedule through June. Will be confirming with other medium on Spring co-op schedule: Sip & Savor Mag., County Lines Mag., and Shore Monthly Mag. Consulted with Kent County Lodging Assoc. on upcoming co-op ad.
- Did FAM tour with Recreation News journalist for February article on ENNWR and Rock Hall
- Working on details with journalist for Spring FAM.
- Continue Co-op partnership with Greater Chestertown Initiative, Main St. Chestertown, and Chestertown businesses. We assisted in negotiating advertising terms with WYPR for a year-long campaign.
- Completed and submitted grant reimbursement to MD OTD.
- Attended the Rock Hall transportation meeting. Will stay involved as solution is determined.
- Updated native content piece for January and are working on February. We began our increased focus on Instagram hashtags and are seeing results of more engagement. Social media: We are completing our must mentions for the February e-newsletter and finalizing our February native content piece. Completed social media schedule for February. Meeting with Connect—asked for hashtag enhancement, which they have agreed to pay for 6 months (\$40/month). Board discussed changing focus of Twitter to target professional market-writers, group tour operators, etc.
- Continue working on our 2020 Visitor Guide—which also includes kentcounty.com web updates.
- ABA (American Bus Association) Eastern Shore partnership: Consultant is at ABA now. We were chosen to do our proposed Eastern Shore ABA 2021 FAM. With our sister ES counties (Caroline, Dorchester and Talbot), this partnership allows us to highlight our respective counties, in an effort to increase group tour business. The FAM tour theme is the Under-Ground Railroad.
- Attended Museums of Kent County meeting. Met and consulted with President about marketing tools. Also attended Rock Hall Museums' planning meeting with Mayor. We were asked to be member of steering committee, and we agreed to be ex-officio members.
- Meeting with Restaurant Assoc. of MD—discussed ways to increase Kent County restaurants.
- Attended the Legislative breakfast. Met with Delegate Jacobs about rockfish limits for upcoming season. Met with Rock Hall Mayor about museums and transportation.
- Met and consulted with the Beverly Birkmire and Jean Austin on their Kent County Quilters' upcoming project with Michigan State University to capture historic data into a searchable database. We also suggested contacting Raven Bishop at Washington College for possible AI.
- Met with Delmarva Craft, Rick Carter to discuss marketing.
- Consulted with Friends of Eastern Neck about grant funding sources
- Preparing, with Eastern Shore Counties, our annual presentation to the Eastern Shore Delegation.
- Attended GRBA, DCA, and Chamber functions.

NEXT MEETING: Tuesday, February 18 from 9:00 – 10:00 a.m.; 2nd floor conference room.
Adjournment: 10:04 a.m.