



## 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’.**

**February 16, 2021**

The meeting was held virtually on TEAMS.

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

Board Members Absent: Casey Carroll, Ingrid Hanson, and Chikki Shajwani.

Also in Attendance: Jana Carter, Tourism Manager and Katie Wright, Economic Development Manager, Economic & Tourism Development; and Shelley Heller, County Administrator.

Ms. Scott called the meeting to order at 9:03 a.m. Ms. Scott requested a motion to approve the minutes from the January 16, 2021 meeting, however, there was no quorum, and the minutes will be approved at next meeting.

Ms. Carter provided an update on advertising for the remainder of FY2021. She stated that it will include a mix of print, digital, radio and social media advertising to reach the target markets. Co-op advertising opportunities will continue to be offered to partners and that new advertising publications are being explored.

Ms. Carter reported that there are several heritage tourism projects relating to African American sites in Kent County. She stated that the Maryland Historical Trust has partnered with Kent County to inventory and document African American sites to update their database. Ms. Carter further reported on partnerships with the Town of Millington and the Chesapeake Heartland Project relating to developing Underground Railroad heritage tourism opportunities.

Ms. Carter introduced Katie Wright as the new Economic Development Manager. Ms. Wright provided the Board with a brief background. She has extensive advertising and marketing experience.

Ms. Carter provided an update on the plan for printing and distribution of the Visitor Guide. It was decided to print an initial 10,000 copies for 2021 and print an additional 3-5K later if necessary. Ms. Carter stated that there is still the option of inserting the Visitor Guide into the Washington Post and suggested that mid-Summer would provide the optimal timeframe for insertion to attract late Summer and early Fall visitation.

February 16, 2021

Page 2

TDAB Minutes

Ms. Carter stated that the State Office of Tourism Development (OTD) is offering Certified Host Training (CHT) Programs to all tourism-related businesses and encouraged participation. The training will be cover topics on how to survey visitors, customer service, and provide participants with information regarding OTD programs. Ms. Carter will forward information about registration when it becomes available.

Ms. Carter provided an update on radio advertising. She stated that radio spots are airing with WCTR (Chestertown and Middletown), WXCY (Wilmington) and WXPB (Central PA and Philadelphia) from February 2021 through June 2021 encouraging local visitation and exploration.

There being no further business, a motion was made by Ms. Einstein, seconded by Ms. Jones, and carried unanimously to adjourn the meeting at 9:50 a.m. The Board agreed to meet again on Tuesday, March 16, 2021 at 9:00 a.m. virtually on TEAMS.

Respectfully Submitted,

Jana Carter, Tourism Manager