

**Kent Narrows Development Foundation  
Board of Directors Meeting (via Zoom)  
April 27, 2021**

**Board Members Participating**

Jody Schulz, Chair  
Joe Pomerantz, Vice Chair  
Pat Worns, Secretary  
Victoria Hoffman, Treasurer  
Jerry Dammeyer  
Sheryl Jaros  
Justin Kiernan  
Jason Ruth  
Jeff Smith  
Walt Thompson  
Judy Wink

**Absent with Notice**

Mike Foster  
Jason Tuel

**Commissioner Liaison**

**Absent with Notice**  
Phil Dumenil

**Guests:**

Bente Cooney, Plastic Free QAC  
Jenna Scott, Resident, Grasonville

**Queen Anne's County Staff**

Katie Clendaniel, QAC Tourism  
Lisa Gallow, QAC Economic Development and Tourism  
Nancy Scozzari, QAC Parks and Recreation  
Heather Tinelli, Director, QAC Economic and Tourism Development

**Call to Order**

The regular meeting of the Kent Narrows Development Foundation commenced at 9:00 a.m. The meeting was conducted via a Zoom video call and in person.

**Public Comment**

None

**Minutes**

The board reviewed and ratified the minutes from the meeting of February 23, 2021.

***RESOLUTION***

***Pat Worns made a motion to accept the minutes from the meeting of March 23, 2021. The Board unanimously approved.***

**Financial Report**

Victoria Hoffman reported that the balances from the latest reports are as follows: Shore United Bank, \$37,899.00; KNDF Amenities Fund, \$42,500; KNDF; 570 Fund, \$201,367; and Chesapeake Charities Fund, \$8,351.00. The first round of the PPP loan was forgiven. She presented a new internal report that displays the transactions in the KNDF Amenities fund. The County will begin to supply quarterly reports on the tax collections for all properties included in the Kent Narrows Special Taxing District.

### **Sheriff Hofmann Presentation**

The Sheriff reported on activity and initiatives relating to the Kent Narrows area.

He noted that the statistics this year were affected by the COVID situation. He said that given the volume of the population served related to the number of incidents reported and responded to, Kent Narrows is a safe place. He thanked the businesses for their role in helping to keep the area safe. Jody Schulz thanked him and his staff for all that they do.

The report did not include DNR calls or Maryland State Police calls. He noted that the Sheriff's Office handles up to 80% of the calls in the county.

The office has created volunteer Bike Patrol program. The volunteers patrol the trails and provide assistance where needed – mostly to people with injuries and those who need visitor information.

He predicted a heavier than normal level of beach traffic to flow through Queen Anne's County this season. He bases this on advance booking information coming from the coastal communities in Maryland and Delaware. The County is in a position to clear Rt. 18 if an emergency occurs when the roads are filled to capacity. Beyond safety, the #1 goal of the traffic control effort is to avoid negatively impacting businesses with detours or road closures.

Vertical driver's licenses – issued to Maryland drivers under age 21 -- are presenting an issue in some businesses. (The horizontal license is issued once the driver turns 21.) He said that it is not illegal to accept a vertical ID as long as the license indicates that the driver is 21.

He invited KNDF and Tourism staff to work with QAC TV to help to produce a training video for Sheriff's Office staff and volunteers who patrol the trails and Kent Narrows.

He hopes to come back to the KNDF in the Fall to report on the high visitation season.

### **Economic Development and Tourism**

Katie Clendaniel made a presentation on the Queen Anne's County Visitor Guide.

The guide will be in a magazine format. Chesapeake Bay Media is the publisher. The guide will be 8 ½ by 11 and printed on 80 lb. text. There will be a digital guide that includes QR codes for easy access to internet landing pages. 50,000 will be printed. This is a pay-to-participate initiative; Chesapeake Bay Media is selling the ad space. The deadline to reserve space is fast approaching. The guide has an 18-month life cycle and is scheduled for delivery by July 15, 2021. The cost for ad participation is \$2,750 for a full-page, \$1,500 for a half page, \$1,000 for 1/3 page, and \$600 for 1/6 page. Megan Tilley is the ad rep for the project. The book will have an editorial spread on Kent Narrows that will be developed in cooperation with the KNDF. The book will be mailed out to Chesapeake Bay Media Subscribers, distributed at State Welcome Centers, at the CHVC and local business outlets, as well as through Gateways on Display. A digital campaign to promote the book will be launched as well.

Heather Tinelli discussed the success associated with the recent Bay Bridge Boat Show. It was the first large-scale event to be held in the county since the COVID shut down. She praised the QAC Health Department for all they did to help to keep the event viable and safe. She is working with a company that is exploring the possibility of producing the Bay Bridge Run. The Ironman organization dropped the event. If the event occurs, the date would be October 31, 2021.

She also distributed a draft of the travel barometer (Tourism Metrics) the county is constructing to keep better track of travel-related spending and statistics

## **DIRECTOR'S REPORT**

### **KNDF PROJECTS**

#### **Pedestrian Wayfinding Project**

An RFP was sent to the three vendors that the committee ranked as most qualified to handle the project. All are well experienced in executing similar projects. The firms are from Maryland, Boston, and southeastern Pennsylvania. A copy of the RFP was distributed. The deadline for the responses is April 15; the award will be made soon after. A detailed contract for services will be drawn up once the award is made. A line item for \$20,000 will appear in the KNDF budget to accommodate financial transactions associated with the project.

### **KNDF PROMOTION & OUTREACH PROGRAMS**

#### **WBOC Delmarva Life Program and Promotion**

Fisherman's Inn and Crab Deck, The O, Harris Crab House, Bridges, and the Holiday Inn Express will be featured in the upcoming program scheduled to run on WBOC at 5 p.m. on Thursday, May 27. and again on Friday, May 28 at 8 a.m. Filming will occur on May 6 and May 17. The links for streaming the online program will be posted on or around Tuesday, June 1. The KNDF will begin the social media promotion for the streaming show after it is posted. Twenty-five radio spots will also be produced and run to promote Kent Narrows as a Destination. The County and WBOC will run spots to promote the show. There was enough interest to begin formulating a Part Two for the fall.

#### **Kent Narrows Travel Guide Booklet**

The content is nearly completed. 5,000 copies will be printed and are expected to be delivered in May. Businesses and attractions in the Kent Narrows will be featured. Each restaurant and hotel will have its own page and marinas will be features with photos. The price includes listing for the Charter and Head boat businesses Listings for other businesses in the Kent Narrows also will be included. Due to the COVID crisis, there will be no cost to the businesses to participate. Because there were many new businesses added, the page count expanded from what was originally quoted. A new quote was received from the vendor, INI.

### ***RESOLUTION***

***Pat Worns made a motion to approve the new quote from INI for a total of \$5,500 for the printing and design of the Kent Narrows Official Guide for Visitors. Jason Ruth seconded. The Board unanimously approved.***

#### **Chesapeake Bay Motoring Festival**

The Chesapeake Bay Motoring Festival is on for June 5 & 6 at the Kent Island Yacht Club. Tickets are available online. On June 5, the Classic Cars will travel from the Yacht Club on scenic roads through the area. June 6 is the day that the event has a festival-type atmosphere.

#### **Grant Submission**

A revised grant proposal was submitted to the Maryland Historical Trust (Maryland Heritage Areas Program) to help with our wayfinding project. The project is titled "Kent Narrows Waterfront: Maritime Heritage Enhancements for Pedestrian Wayfinding Project. A projected budget was submitted. The request was for \$19,000. Support letters came from QAC Economic Development and is in the works from the Commissioners.

#### **Capital Improvement and Maintenance Committee Update**

Gigi and Jody reported for the committee in the absence of Chair Mike Foster. The pricing overview and details on the costs associated with landscaping, maintenance, and grass-cutting services were distributed. The document has been forwarded to County officials for review.

A meeting with SHA maintenance official who handles the Kent Narrows Area occurred for the purpose of clarifying the areas that SHA does and does not handle. The areas under the Kent Narrows Bridge are not maintained by SHA. Also, the areas on the side of the bridge ramps are not regularly maintained by any entity. The SHA rights of way and easements are to be cleaned of trash by SHA crews. The crews are not working now due to COVID. The crews assigned to our area do not come often enough. There is a funding issue related to the resources allocated to the SHA District Two office that QAC so heavily depends upon for maintenance of the area.

## **LEGISLATION OF INTEREST**

Bill HB 1117 was designed to prohibit a pedestrian from catching fish by any means within the State Highway right-of-way at the Kent Narrows Bridge in Queen Anne's County. The act was recently amended. The marked-up bill was not enacted and remained in committee at the end of the session/ (Transportation and Environment; Jay Jacobs is on that committee).

## **OLD BUSINESS**

### **COMP PLAN PREPARATION**

A special workshop for Kent Narrows is scheduled for Thursday, April 29 from 9:30 a.m.-11:00 a.m. It is not just for the Kent Narrows Development Foundation as was previously planned. It is open to the public and the content will be broader in nature. An explanation was given on the process for signing in and participating in the online meeting.

A special session for Community Plans is scheduled for May 5, 2021. Draft documents are available on the QAC Plan 2021 website for review.

It is still unclear as to the format and proposed content of the Community Plan. The consultants were supplied with information from the two internal reviews of the plan, including a page-by-page breakdown of the outdated info in the Community Plan that needs to be updated by entities other than the KNDF. This info is needed before the details of the Kent Narrows Community Plan can be constructed.

There still are no definitive answers to whether the Kent Narrows will have a stand-alone Community Plan as requested by the Foundation in the letter to the Planning Commission and the to the consultants in October.

### **MAP AMENDMENT and TAX DISTRICT RECONCILIATION**

A memo was received from Amy Moredock just prior to the Board Meeting. A correction was sent to that memo. The correction appears in the KNDF directors report. The correction stated that the Planning Commission did not have to approve the map amendment for the expansion of the Special Taxing District to include the Lippincott property. That amendment is introduced and approved at the Commissioner's level. The other properties that are to be added will be handled through the tax assessment office. The Board stressed that these actions by the County are time sensitive. It's important that the effort be completed so that the tax bills are up to date this year. The change with the new properties coming on would bring the collections from the Special Taxing District up to \$43,825. 78.

## **NEW BUSINESS**

### **REPORT ON PARKING**

The board discussed Kimley Horn Feasibility Study for a Structured Parking Facility that was that commissioned through the Queen Anne's County Public Works department. Steve Cahoon was the lead on the project effort. The Board discussed an issue with the report. It was stated that there is sufficient parking capacity in Kent Narrows during an in season weekend. This statement should be revisited. The statement can be found under the Shared Parking section of the report. The Commissioners had also noted this as something that needs to be revisited. Jody suggested that the KNDF be notified in advance and be involved when such reports are being commissioned. Gigi will follow up.

### **RESOLUTION**

*Jeff Smith made a motion to adjourn the meeting. The Board unanimously approved.*

## **ADJOURNMENT**

The meeting ended at 10:50 a.m.

Respectfully submitted,

Georgeanna (Gigi) Windley,

Executive Director

Kent Narrows Development Foundation

Certification:

I hereby certify that this is a true and correct copy of the Minutes that were adopted by the Directors of this Foundation on May 25, 2021.

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