

## **Business Meeting Minutes for May 11, 2021**

### **I. Call to Order and Determination of Quorum:**

The business meeting was called to order at 8:00 a.m. at the Chesapeake Heritage & Visitor Center, 425 Piney Narrows Rd., Chester, MD 21619. Due to COVID-19 social distancing restrictions being lifted, the meeting was held in-person or via Zoom. The following Board Members were present and represented a quorum:

John Anderes  
Katherine Bonner  
Eric Hoffman  
Brian Truitt  
Michele Brink-Pringle  
Jody Schulz  
Derek Janes (via Zoom)  
Dolores Jones (via Zoom)  
Gail Owings (via Zoom)

#### Staff Present:

Heather Tinelli, Director, Economic & Tourism Development  
Katie Clendaniel, Marketing & Destination Develop. Specialist, Economic & Tourism Development  
Lisa Gallow, Office Coordinator, Economic & Tourism Development (via Zoom)

#### Others present:

Andrea Vernot, President, Choptank Communications  
Gigi Windley, Director, Kent Narrows Development Foundation  
Nancy Scozzari, Chief of Parks & Resource Planning, Queen Anne's County Parks & Recreation (via Zoom)  
Mona Pennypacker, Owner/Designer, AcornCS (via Zoom)

- ### **II. Queen Anne's County Tourism Department Overview:**
- Katie Clendaniel, Marketing and Destination Development Specialist for Queen Anne's County Economic & Tourism Development provided a department overview for TTAC. Major Tourism projects currently taking place include Branding and Market Strategy Development, the 2021-2022 Queen Anne's County Visitor Guide, Marketing and Advertising, as well as the Visit Queen Anne's Website, and product development. The department is actively working to increase our social media presence on Facebook, Instagram, and Twitter by promoting local events and original content, sharing travel articles, engaging followers, and integrating our efforts with the State of Maryland Marketing Campaign Calendar. Future projects to better the Visit Queen Anne's website include improving our group travel efforts to by offering local deals from area businesses and overnight accommodations, a birding resource guide page, an outdoor resource guide page and trip ideas & itineraries.

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- III. **Choptank Communications Re-Branding Project Update:** Andrea Vernet of Choptank Communications presented to the board a high-level overview of the re-branding process that is currently taking place. A community survey was recently completed by close to 400 residents, employers, and visitors. The responses which helped to articulate the reasons why people choose to live, work, and visit Queen Anne's County were then used to create a first draft branding platform and draft branding concepts.
  
- IV. **Formation of Bylaws: Discussion/Statements-Katherine Bonner-** Ms. Bonner has put together the components of what the potential Travel & Tourism Advisory Committee bylaws will be. Her document was provided to all members present for review and discussion at next month's meeting.
  
- V. **Discussion of Next Steps: This agenda item was not discussed during the May 11<sup>th</sup> TTAC meeting.**
  
- VI. **Adjournment:** The May 11, 2021 Travel & Tourism Advisory Committee was adjourned at 9:46 a.m.