

Business Meeting Minutes for July 13, 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:

Katherine Bonner
Jody Schulz
Brain Truitt
Gail Owings
Eric Hoffman

Not Present:

John Anderes
Dolores Jones
Derek Janes
Michele Brink-Pringle

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
Linda Friday, President, Queen Anne's County Chamber of Commerce

II. Approval of Agenda and Minutes:

On a motion made by Mr. Schulz and seconded by Mr. Hoffman the June meeting minutes and July meeting agenda were approved by a unanimous vote of all members present.

III. Branding Presentation-Choptank Communications:

Andrea Vernot of Choptank Communications presented to the board, as a final check-in, the product that has been created through the re-branding. On Tuesday, July 27, 2021, Choptank Communications will give a final presentation to the County Commissioners for approval and adoption of the new logo and tag line. TTAC recommends presenting two (2) "Q" logo variations shown on the same applications for the County Commissioners presentation.

- IV. Discussion of Bylaws Development-Katherine Bonner:** At the May TTAC meeting, Ms. Bonner presented an outline showcasing the components of what the potential Travel & Tourism Advisory Committee bylaws could be. Her first draft of the bylaws was provided to all members during the June meeting for review. Today, Ms. Bonner has presented an updated draft of the bylaws incorporating feedback that was given at the June meeting. Feedback included adding a clause about financial advisement/tourism funding as well as adding specific industry sector representation verbiage (i.e., Restaurants, Accommodations, Recreation) to membership. Ms. Friday has further suggested adding max term limits (two 3-year terms) for all appointees. Officers will be elected annually. Ms. Bonner will email the updated by-laws to all members by Friday, July 16th for review and final comment. TTAC would like to have their by-laws reviewed and approved by the County Commissioners during the July 27, 2021, Commissioner's meeting.
- V. Economic & Tourism Development Department Update:** Mrs. Tinelli and Mrs. Clendaniel updated the board on behalf of the department. The new Queen Anne's County Visitors Guide produced by Chesapeake Bay Magazine will be finalized by the end of July and published by mid-August. The department is still waiting on a grant funding amount for QAC from the State of Maryland for FY22. Angela Hortert was recently hired as an Administrative Assistant to staff the visitor center Monday-Friday. Connie Dean has been hired as the new Career Technology Liaison. Ms. Dean will split her time between Queen Anne's County and Kent County, working to connect the local business community to the area school systems and their students. The new Economic Development Coordinator has been hired and is expected to start in August.
- VI. Adjournment:** The June 8, 2021, Travel & Tourism Advisory Committee was adjourned at 9:37 a.m.