

Business Meeting Minutes for September 14, 2021

I. Call to Order and Determination of Quorum:

The business meeting was called to order at 8:05 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
Derek Janes
Gail Owings
Eric Hoffman
Michele Brink-Pringle

Not Present:

John Anderes
Brian Truitt
Dolores Jones

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:

Gigi Windley, Director, Kent Narrows Development Foundation
Linda Friday, President, Queen Anne's County Chamber of Commerce
Mike Robertson, VP of Brand Partnership's, Media One North America (via Zoom)

II. Approval of Agenda and Minutes:

On a motion made by Mr. Schulz and seconded by Ms. Owings the September meeting agenda was approved by a unanimous vote of all members present.

On a motion made by Ms. Owings and seconded by Ms. Brink-Pringle the July meeting minutes were amended to include Michele Brink-Pringle in attendance and the adjournment date changed from June to July, were approved by a unanimous vote of all members present.

III. Department Update-Heather Tinelli: Rebecca Lepter has joined the Economic and Tourism Development Department as the Economic Development Coordinator. She will be working directly with Mrs. Tinelli to provide Economic Development support, engage in business visits, attend Economic Development Incentive Fund meetings, and process state and federal grant funds. The second round of funding for the Online Sales

and Telework Support Grant Program is now available. Applications will close on September 20, 2021. There is currently no update for the Travel & Tourism Advisory Committee Bylaws. County Attorney Patrick Thompson has been contacted to help with bylaw formatting. The rebranding process has been completed and approved by the County Commissioners. The new tag line is "Where Shore Living Begins." The official unveiling of the new branding platform will be presented on September 23, 2021, during the Economic Outlook hosted by the Queen Anne's County Chamber of Commerce at Prospect Bay Country Club.

- IV. Department Update-Katie Clendaniel:** The 2021-2022 Queen Anne's County Visitor Guide has been published. Hard copies can be found at the Chesapeake Heritage & Visitors Center as well as local hotels, while the digital guide can be found on visitqueenannes.com. A visibility report will be available from Chesapeake Bay Magazine on the digital guides performance. Updated hotel tax data was provided to and discussed with all members present. The Maryland Economic Impact Report with specifics regarding Queen Anne's County Tourism was provided and discussed with all members present. Marketing priorities for FY 22 include the changeover of assets to showcase the new branding, digital advertising, and continued evaluation of Covid-19 travel conditions. The destination marketing budget for FY 22 is \$140K. This includes grant funding from the State of Maryland.
- V. 2021-2022 Digital Marketing Presentation:** Mike Robertson of Media One North America presented an overview to the Travel & Tourism Advisory Committee on what Media One's digital campaign looks like for Queen Anne's County Tourism.
- VI. Stakeholder Reports:** Quick updates were given by stakeholders at today's meeting from Holiday Inn Express, Maryland Heritage Areas, Fisherman's Village, Off Road Trail at Terrapin Nature Park, and the Chesapeake Bay Beach Club.
- VII. Adjournment:** The September 14, 2021, Travel & Tourism Advisory Committee was adjourned at 9:59 a.m.