



9194 LEGION RD, SUITE 1
 DENTON, MD 21629
 TEL: 410.479.0655

**Caroline Economic Development Corporation, Office of Tourism,
 Board of Directors
 April 8, 2021
 Minutes**

Debbie Bowden, President	present	Kat Stork	present
Debi Sewell Vice- President	present	Angel Perez	present
Mila Hathaway, Secretary	present	Tracey Snyder	present
Treasurer, Vacant		Kathy Mackel	present
Audrey Clemens	present	Phil Liske	absent
		Jen Hodge	present
Don Mulrine	present	Tara Hill-Coursey	present
Kevin Reichart	absent		
Jamie Beechey	absent		

The meeting was brought to order at 8:02 am. The March minutes need to be amended as follows:

The date needs to be changed from February to March.

Don made the first motion and Tracey seconded it.

Kevin was present at the meeting.

Budget Performance Report: The closing balance in April is approximately \$66,000.

Debbie went over the cash flow. She went explained the difference between the actual and projected spending. We are in a good position financially and on target.

Kat said that the amounts for marketing are not correct. Kat and Tara will review those numbers. Debbie and Debi will be working on town appropriations for 2022.

Marketing Report: Tara met with Christine, Kat and Debi to review marketing. A newsletter has gone out an another is pending. There are 3 new campaigns being worked



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on. Tara shared advertising possibilities with WBOC. Chris Dorr will be taking pictures of upcoming events. Our Spring theme is “Spring into Caroline.” The visitor center is publishing a new brochure. There was a discussion about distribution of the brochures to other states and historical societies. The summer brochure could feature our festivals. Tracey said that the new vegan eatery could be a big draw to attract people into Denton. Audrey shared information about 3rd Thursdays and Friday night cruise-ins.

Director’s Report: Tara was interviewed by the Star Democrat. She just visited the town of Ridgely. Federalsburg is scheduled for next month. Tara and Debbie met with Dawn Malosh and people involved with Linchester Mill. Tara has been having many meetings. She said that the state level meetings have been very helpful. Tara is on the advisory board of Stories of the Chesapeake Bay. Tara talked about a marketing plan with the All American Roads Marketing Committee that will help pitch the events in our county.

Executive Committee: We still need a treasurer. If anyone is interested, let Tara or Debbie know.

Don shared that on May 11 the Police Unity Tour will be going through Denton.

Our next meeting will be May 13 at 8 am.

Motion to adjourn was made by Don and seconded by Kathy. The motion was approved and the meeting ended at 8:48 am.