



Minutes
Tourism Board Meeting
January 22, 2019

Present: Lynda Blades, Anthony Casey, Tara Hill-Coursey, Phil Liske, Don Mulrine, John Phillips, Debi Sewall

Staff: Ceres Bainbridge

Mr. Phillips called the meeting to order at 8:05 AM.

We discussed moving the meetings from the third Thursdays of the month to third Tuesday of a month. Don Mulrine made a motion to move the meetings. John seconded it. It was approved by unanimous vote.

Ms. Bainbridge gave her directors report. She reviewed the RFP results for the economic development study of the Tubman Byway with Dorchester County. Prices in the five bids varied by \$100,000. The counties liked one in the \$45,000 range, but that is \$20,000 more than we have at the moment. We are going to ask the National Park Service to make up the difference. They are currently out of work because of the government shutdown. John Phillips reminded Ms. Bainbridge that the board would need to approve any grant that she might sign on to.

Ms. Bainbridge gave a tour to MACO spouses on January 3. About 16 people from around the State accompanied us to Adkins Arboretum, the Culinary Center, shopping downtown, Turnbridge Point, and the Tasting Room at Faulkner's Branch.

Ms. Bainbridge reported on her strategic planning meeting with Tourism Art and Downtown Development (TADD) which was held in Cambridge and led by Andrea Vernot. This groups is a helpful cooperative from around DelMarVa.

Ms. Bainbridge reported that she gave an update to the County Commissioners in early January. She explained that the commissioners inquired about the board's process for acquiring/rejecting board members. We have not received the MOU back from the county. She also reported to them that the building was disintegrating. There currently appears to be no money set aside for building maintenance.

It was a busy month with the holidays, the MACO tour, and the commissioners meeting.

She explained that the FY 2019 State Marketing grant will be the same amount, \$20,000, but it will be only for six months, and that she would attempt to maximize its impact.

Lynda Blades asked about a DC Monthly type of free magazine. Ms. Bainbridge responded that the Washington Post is very pricey, though the heritage area is going to run an ad in the Post online during February. Ms. Blades also suggested placing a PSA in DC area offering Caroline County as an easy, affordable place for furloughed workers to visit.

Ms. Bainbridge explained that she would be working in the Maryland Hunts booth at the Great American Outdoor Show in Harrisburg on February 3 and 4. The state has two booths, Hunt and Fish. She will work the hunt side. Other DMOs also work the booth throughout the show.

Since the commissioners are now requiring a full audit now, Ms. Bainbridge will request half of the funding this year when she submits her county budget. Otherwise, she would be submitting a flat budget. She has already begun the process.

John Phillips led the board through the nomination process for officers and explained the role of each position. Don Mulrine nominated Jeannette Delude to remain President, and John Phillips seconded it. She was approved by a unanimous vote. John requested that he not continue as Vice President. **Lynda Blades nominated Phil Liske to be Vice President and he was approved by unanimous vote. Lynda Blades was nominated to be secretary by John Phillips. It was seconded by Anthony Casey, and she was approved by unanimous vote.**

John Phillips updated the board on the XEROX machine that was hired by economic development years ago. The board is hoping that the county attorney can resolve this issue since economic development is now part of the county.

John went on to report that he got a message from Angela Visintainer that the Chamber were in the process of hiring a new director. Mr. Casey said they were going to organize an event called Tour Caroline for members. They had few details until they meet again with the Chamber officers.

Don reminded the board that organizations, such as the Federalsburg Historical Society, can put displays in the cases in the visitor center.

Ms. Bainbridge reported that the agricultural tour is the next big project for the tourism office. There are quite a few farms already open to the public, so it's mostly pulling them together in a brochure. This led to a discussion of farm weddings and venues here in the county and how the farms are regulated. Different counties have different regs regarding safety, sanitation, etc.

John Phillips made a motion to adjourn. Phil Liske seconded it. Meeting was adjourned with unanimous vote at 9:18.