



**Tourism Board Meeting**  
**MINUTES**  
**January 16, 2020**

**PRESENT:** President Phil Liske, Secretary Cathy Schwab, Debbie Bowden, Tracey Snyder, Anthony Casey, Debi Sewell, Jen Hodge, Don Mulrine, Tara Hill-Coursey, Treasurer Dave Whaley and John Phillips

**Staff :** Ceres Bainbridge

**PUBLIC : None**

Meeting called to order by President Phil Liske at 8:05 a.m.

Mr. Mulrine made motion to approve November 14, 2019 and December 5, 2019 minutes. Mrs. Bowden seconded. Approved by unanimous vote.

President Phil Liske asked Ceres Bainbridge about Strategic Planner. Ceres stated Kat Stark. Debbie Bowden made initial contact with Ms. Stark. Ms. Stark took info from Ceres about our organization and is available to come speak on subject. Was Assistant Director at CC Recreation and Parks. Debbie Bowden advised she works with Human Services and has a consulting service.

President Liske asked the cost for this and thinks her service will be helpful

Election of Board Officers : Motion to stay the same by Mr. Mulrine . President Phil Liske seconded. Discussion requested by President Liske. BiLaws discussed for Treasurer by members. Education of new members suggested by Mrs. Bowden. Board Member Terms and start dates reviewed. After discussion, Mr. Mulrine nominated Phil Liske for President Mr. Casey nominated Lynda Blades for Vice President. Seconded by Don Mulrine , President Liske nominated Cathy Schwab for Secretary. Seconded by Don Mulrine. These officers were unanimously elected. Mr. Casey nominated Jennifer Hodge for Treasurer. Seconded by Mr. Mulrine. Vote was unanimous.

Designated "Open Meetings" Board Member Vote - Mr. Mulrine nominated Debbie Bowden, seconded by Mr. Casey. Vote unanimous.

Financial Report by Director Bainbridge

Director Bainbridge advised the Marketing Grant submitted today will bring in \$13,000 . New Visitor Guide & Cycling Guide , finalize ideas for Ag guide and have out by Spring.

New computers needed for her office... computers not secure without Windows 10... bookkeeper will need secure computer...add to budget, see if another department has an extra one (surplus). ...possible laptop. Director Bainbridge advised she could still use her computer...only 1 needed for bookkeeping. Motion to approve funding by Mrs. Bowden, seconded by President Liske.

Created in Caroline Event – Who will organize ? Tourism can market

President Liske asked approval on Director's Report - Approved

Discussion on Marketing & Development. Marketing agreed upon. Some Development may occur also...target Marketing... in the MOU.

Highlight Caroline County's Assets....there are many

Email from Jamie Beechey, Debbie Bowden suggested committees to go over events. Ceres Bainbridge advised we should work on Created in Caroline if it is going forward and the date / Tracey Snyder advised she is already working on Mactoberfest in October  
How to get more info to residents/tourists.... discussed on Strategic Plan with Ms. Stark

Communication with Towns - Secretary Cathy Schwab advised that years ago, there was a meeting of some Towns to discuss their events. Should try that again in Jan/Feb. Tracey Snyder advised Chamber can help.

President Liske – how to generate more positive publicity. Tourism has a monthly calendar of events on Facebook

Anthony Casey – Marketing and Building Relationships is what we need to accomplish

President Liske- next meeting presentation with Kat Stark. John Phillips advised we may look into changing our Mission Statement also.

Ceres Bainbridge – next meeting is now ( after confirming with Board Members) February 19<sup>th</sup> at the Visitor Center 8 a.m.

Motion to Adjourn by Mrs. Bowden, seconded by Mr. Casey at 9:32 a.m.