



Minutes
Tourism Board Meeting
July 11, 2019

Present: Lynda Blades, Anthony Casey, Tara Coursey-Hill, Phil Liske, Don Mulrine, John Phillips, Cathy Schwab, Debi Sewell, Tracey Snyder

Staff: Ceres Bainbridge

Guest: Sue Simmons

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

Mr. Mulrine made a motion to approve the minutes from June. Mr. Phillips seconded it. They were approved by a unanimous vote.

Ms. Simmons discussed the possibility of Tourism's moving into her department's building, but there are limitations there. She also discussed the opportunity for Tourism and Recreation and Parks to work together and create partnerships on some events or activities beyond Summer Fest. She mentioned focusing on our landscapes and outdoor recreation, as well as our two State Parks. All of our campgrounds are doing very well. Ms. Bainbridge mentioned the Tourism Cycling Guide is our most popular brochure and it actually touches on Ms. Simmons' two points: It provides maps and it gets people outdoors.

Ms. Simmons also discussed the large amount of time it takes to maintain a social media presence, but it's so necessary to remain relevant today. Her department has two summer interns who are doing it now. She discussed some of Caroline's signature events such as the Ridgely Car Show, the Threshermen's Show, and Summer Fest and how their continued success depends on outsiders coming to visit and spend money to keep them viable. Ms. Bainbridge remarked that all adjacent counties are seeing a downturn in attendance at long-running events, including the Waterfowl Festival in Talbot County. Tastes and interests are evolving.

Some of the new members wondered why Tourism wasn't going into the new visitor center in Denton. Mr. Mulrine explained the history and intent. Mr. Phillips suggested that it may be the county's intention is to recombine Economic Development and Tourism and take it under the county. Tourism needs to look forward not backward and realize where they are today. Ms. Schwab stated we need to help the commissioners see the value of Tourism. Ms. Blades wants all of the board to go to the commissioners meeting in August. To elevate the value of Tourism it needs to be done by a trusted voice. Joining forces with Rec and Parks and Economic Development will make Tourism's situation stronger. There was extended discussion about how/when to proceed with meeting with the commissioners. **ACTION ITEM:** Ms. Bainbridge will draft a letter for Mr. Liske introducing the new board members and explaining where the office would go to Legion Road.

Ms. Delude has stepped down from leading the board for personal reasons, though she will continue to serve on the board. **Ms. Blades nominated Mr. Liske**, who was elected vice president in the spring, to take her place. **Mr. Mulrine seconded it.** He was **approved by unanimous vote.** Mr. Liske accepted the nomination with the request that the other board members support him in that role. **Mr. Casey nominated Lynda Blades**, formerly secretary, for vice president. **Mr. Mulrine seconded it.** She was **approved by unanimous vote.** **Mr. Casey, nominated Ms. Schwab** as secretary. **Mr. Mulrine seconded it.** She was **approved by unanimous vote.**

Mr. Mulrine made a motion to adjourn. Mr. Casey seconded it. It was approved by unanimous vote at 9:20.