



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

**Caroline Economic Development Corporation, Office of Tourism,
 Board of Directors
 May 13, 2021
 Minutes**

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

The meeting was brought to order at 8:01 am. The March minutes need to be amended as follows:

Under the 3rd paragraph, “Debi” needs to be changed to “Debbie.” Debi suggested when referring to Debi or Debbie, include their last name. Mila stated that it is sometimes hard to know who is speaking during Zoom meetings.

Kevin made the first motion to accept the minutes and Kathy? seconded it.

Budget Performance Report:

Debbie Bowden reported that the marketing grant has been very helpful. The budget looks like we are right on track. Kathy agreed that the budget amounts look good. We have our appropriations from the towns. Ridgely and Denton will be sending \$2000 each for FY21. Tara is waiting to hear from Greensboro and Federalsburg. She will be working on appropriations for FY 22.



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We have some fixed costs for the office, rent, payroll, but some are negotiable, like technology.

Debbie Bowden wants to schedule a workshop to plan for FY22. Tara will send out a worksheet to help participants prepare for the workshop. Debbie Bowden gave a shout out to the job that Kat did during Covid.

Marketing Report:

Tara signed a contract for an ad with Blue Ridge Outdoors. WBOC will be including us in their Summer Guide Package. Radio ads will run in June, July and August. Tracey, from Gift to Guy in Greensboro, will interview Tara for a podcast. Debi Sewell loves the idea of a podcast. Debbie Bowden talked about partnering and expanding our marketing to Delaware.

Director's Report:

Tara has been attending bi-weekly state meetings. She said she is on-board with the meetings now. Tara will be receiving money for the corporation from the state department of Commerce to promote small businesses in Caroline. Tara and Debbie Bowden will look over the requirements for spending the money. Jen said that the Arts & Entertainment District businesses should be considered and notified of this.

The state is offering workshops on grant-writing. The bookkeepers have been working with Tara on preparing for this.

Tara commented on all the May Day events and she visited quite a few. Chris Dorr was able to photograph many of these.

Tara talked with Amanda in Dorchester about their tourism program. They are working on sharing paired heritage spots to promote both counties.

Tara updated us on her committee activities. We have two spots in Caroline County included in the All-American Road Project.

Tara would like to sign up for the Certified Host Program. Kathy suggested publishing the "Fast Facts" card about Harriet Tubman that we used to have.

Heritage ?? involves Queen Anne's, Caroline, Talbot and Kent counties. They are compiling a list crab, corn and oyster stops in each county. Since we do not have any restaurants that feature these items like the other counties, we could promote our farm stands. This is leading to a cookbook.

The African American Heritage Committee involves the same 4 counties. It partners with the African American Museum in D. C. They are compiling a list on African American historical heritage sites.



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Tara talked with Drew from the Civil War Trails. They are reviewing signs that need editing from Hillsboro and Denton, (Courthouse and the wharf). Our membership has not been renewed yet. Kathy shared that a membership would cover the cost of the signs.

Debbie Bowden complimented Tara on the job she is doing. She also thanked the board members for their support.

Debbie Bowden reminded the board that Harriet Tubman's 200th birthday is next year. There will also be a celebration of William Still. Tara may create a committee to plan for this.

Our next meeting will be June 10 at 8 am.