



**Tourism Strategic Plan Meeting
December 5, 2019
Minutes**

Present: Phil Liske -President, Lynda Blades-Vice President, Cathy Schwab-Secretary, Anthony Casey, Debi Sewell, Jen Hodge, Don Mulrine, Tracey Snyder, John Phillips, Debbie Bowden, Jamie Beechey

PUBLIC - John Muller Research Historian

Meeting called to order by President Phil Liske at 8:06a.m. Debbie Bowden made motion to have Public Comments at beginning of Tourism meeting....was unanimously agreed upon. President Phil Liske welcomed audience member John Muller. Mr. Muller was asked to speak and he thanked Tourism Board for their time. He gave his credentials, advised he is an historian now focusing on Frederick Douglass in our county. Mr. John Muller further advised he felt Caroline County Tourism was not supporting his efforts to promote Douglass...other counties such as Dorchester were spending tens of thousands of dollars making and selling Douglass t-shirts and that is good for their economy. He felt that we are missing an opportunity. Mr. Muller has also been in touch with Debbie Bowden of Economic Development on this subject (Debbie Bowden stated she will reach out to him in the future). Board Member J. Beechey asked if he was a private businessman. Mr. Muller stated he has a full time job. Member A. Casey asked how are you funded for your services that you want Tourism to promote? Mr. Muller advised he sells tickets for his tours.

President Liske thanked Mr. Muller for his time and advised his concern would be taken under consideration.

End of Public Comments

Strategic Planning /Tourism BILAWS

Discussion by John Phillips on BILAWS (who has been on Board since 2001) – This meeting was scheduled for Strategic Planning in place of normal meeting on December 12, 2019. Board has changed considerably....new members and separation of Economic Development and Tourism (a few years ago).

Look into members not able to serve on Board full time. Secretary Cathy Schwab will call members unable to make this meeting. Suggestion made to call before January 16th, 2020 (the next Strategic Planning Meeting). Possible Active/Associate Members.

**Caroline County Tourism Board
Meeting Notes Dec. 5, 2019**

Discussion on evening hours for those that cannot make daytime meetings.
Jan. 16, 2020 meeting work on schedules and possible Associate Members

Corporate Records Location/Responsibility Discussion

Discussion on Tourism being independent – generate funding from where ? 5 year plan

Independent strategic planner

Board support for Tourism at County meetings

Board responsibilities / Director responsibilities /Executive Board

Move to Chamber Bldg. discussion

Public Comment Agenda on line MD Open Meeting Act / Training

Debbie Bowden / Public Meetings liaison

Director job description / resume info requested for Board Members

Continue Work Session - discussion on strategic plan next meeting
January 16, 2020.....will be 90 minutes

Motion to Adjourn 10:45 a.m. by Debbie Bowden

Seconded Cathy Schwab

Respectfully Submitted by
Cathy Schwab, Secretary