



Linda Canfield, Chair

CALVERT COUNTY TOURISM ADVISORY COMMISSION

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Board of Commissioners
Mike Hart
Tom Hejl
Pat Nutter
Evan K. Slaughenhaupt Jr.
Steven R. Weems

Wednesday, Jan. 25, 2017

9 a.m.

**Planning Commission Hearing Room
Courthouse Square, 205 Main St.
Prince Frederick, MD 20678**

MINUTES

Members Present: Linda Canfield, Jack Fringer, Meekyung Kim, Erin Knowles, Anne Sundermann, Larry Wilson

Members Absent: Bill Chambers*, Stacy Hann-Ruff, Commissioner Pat Nutter, John Hartline, Pamela Jones, Shirley Schreffler*, Sherrod Sturrock, Vandy Young*

Staff Present: Katie Brittain and Kelly Slagle

*Excused Absence

CALL TO ORDER

Chair Linda Canfield called the meeting to order at 9:05 a.m.

APPROVAL OF MINUTES

Canfield asked members to review the meeting minutes from the Sept. 28, 2016, meeting. A **motion** was made by Larry Wilson to approve the minutes as submitted. The motion was seconded by Jack Fringer and carried.

NEW BUSINESS

a) Review the 2017 Meeting Schedule

Canfield asked the committee to review the schedule.

b) Review Subcommittee List

Canfield asked the membership to review the list with the definitions. She urged members to contact Katie Brittain if they are interested in signing up for a subcommittee or want to resign from a subcommittee on which they currently serve.

OLD BUSINESS

a) Trade shows

i. Fleet Week, Oct. 13-16, 2016

Brittain stated staff was unable to participate in this event because of difficulties finding volunteers to staff the four-day show in Baltimore. A request for participants was sent out to county attractions and lodgings; however, only one response was received.

ii. Great American Outdoor Show, Feb. 4-12, 2017

Brittain stated she and Joyce Baki will staff the Maryland “Fish and Hunt” booth Thursday-Sunday, Feb. 9-12, noting this is a great opportunity to promote Calvert County’s recreational offerings. Brittain said a conservative estimate of the number of attendees at this event would be 200,000 over a 10-day period. The show draws people from Pennsylvania, Maryland, Delaware, New Jersey, West Virginia and other surrounding states. The Department of Economic Development (DED) will provide two prize packages for drawings at the event; each package has an approximate value of \$700.

b) Hosting of the Mason-Dixon Outdoor Writers Association, March 10-12, 2017

Brittain stated Calvert County will host the Mason-Dixon Outdoor Writers Association (MDOWA) at the Chesapeake Beach Resort & Spa March 10-12, 2017. She explained this is a group of travel writers from Maryland, Pennsylvania, Delaware and West Virginia and expects approximately 50 travel writers to attend. Brittain provided details on various tours and activities scheduled for the group on Friday, March 10, which include oysters provided by the Calvert Watermen’s Association and tastings from local wineries and breweries. Jack Fringer stated he was unaware of the Watermen’s Association’s involvement in this event and requested Joyce Baki contact him as soon as possible to discuss.

Erin Knowles asked if local writers could attend this conference. Brittain stated because this is an organized group of individuals, only members of the MDOWA could attend, but reminded members that the DED does provide familiarization tours (FAMs) on demand for travel writers. Brittain also advised a combined FAM tour with St. Mary’s County Tourism will be held in the spring for travel writers. Brittain will keep the commission posted on this tour and will see if she can accommodate the entire commission.

c) Restaurant Week

Brittain provided an update on the 2017 Restaurant Week, scheduled for Feb. 17-26, explaining this year the event will have a completely new branding approach, adding the event has become popular due to promotional marketing tools including Facebook. Brittain stated information on the 28 participating restaurants and special menus is listed on the website at www.choosecalvert.com. Along with an interactive map, it includes restaurant hours of operation, locations and pictures. Anne Sundermann asked if we could use open table reservation service to promote the restaurants in Restaurant Week. Kelly Slagle stated staff looked into this program when we first launched Restaurant Week but it came with a steep cost and at that time we did not have the budget for it. Slagle said at this time we should definitely revisit the idea for 2018. Brittain stated the Facebook page should be live and encouraged members to visit the page. We did a lot of local print and website advertising this year just to spread the word on the event in the community. We will be doing a two-week radio campaign promotion on WSMD, WKIK and WMDM that will spotlight all of the restaurants and provide restaurant gift cards as giveaways. This information will also be on Channel 6 on Comcast.

Brittain invited the commission to attend the Board of County Commissioners (BOCC) meeting on Feb. 14 to see some of the local restaurants receive the 2017 proclamation for Restaurant Week.

d) Text Amendments

Due to Anne Sundermann recusing herself from voting on this issue, a quorum was no longer available and we were unable to ratify email votes on proposed text amendments 16-06, 16-07 and 17-01. Brittain stated a new proposed text amendment, 16-08, was included in folders and asked if everyone could review them.

MISCELLANEOUS

- Brittain advised a copy of the February events poster was included in everyone's folder.
- Brittain reminded members to complete their Financial Disclosure Statements, or ethics forms.
- Brittain and Slagle reminded the commission to attend the forums on the Comprehensive Plan that Community Planning and Building is providing to the community. A flier was provided to members.
- Slagle shared the 2017 Progress Report just released by the BOCC. This report shows the achievements and initiatives for each department in county government.
- Slagle also reminded the commission to attend the Farm to Table Breakfast on March 25, 2017, at the Calvert County Fair Grounds, sponsored by the Farm Bureau of Calvert County. A flier was provided to members for more details.

ADJOURNMENT

With no further business to come before the TAC a **motion** to adjourn was made by Erin Knowles at 9:30 a.m. The motion was seconded by Larry Wilson and carried.

**The Next Meeting
Will be Held on
Wednesday, Feb. 22, 2017**