

Howard County Tourism Council, Inc.
Board of Directors meeting
January 23, 2018, 8:30 a.m.
Maggiano's Little Italy

1. Thank you: Michael Woernle, Managing Partner Maggiano's Little Italy
2. Guest: Leonardo McClarty, President/CEO Howard County Chamber
3. Guest: Katherine DiSalvo-Thronson, Community Engagement Officer, Horizon Foundation

4. YTD financials (vote)

5. Previous minutes (vote)

6. Strategic plan update - progress

7. Marketing
 - a. Maryland's Korean Way
 - b. Examples of marketing done in Q1 & 2
 - c. Destination brand strategy rfp

8. Welcome center
 - a. Renovation and exhibits rfp
 - b. Timeline and board input

9. Sales
 - a. Flag football and weightlifting
 - b. American Bus Association and National Association of Sports Commissions Symposium