

Howard County Tourism Council, Inc.
Board Meeting Minutes
January 23, 2018
Maggiano's Little Italy

Term Ends EOFY		First	Last	Present
		Bates	Gail	
		Guzzone	Guy	
		Harden	Al	Y
		Ebersole	Eric	
		Wilson	Diane	Y
		Besson	Karen	
		Johnson	Kathy	
2019	Executive	Libber	Mike	
2018	Executive	Mangione	Pete	Y
2018	Executive	Mangus	Becky	
2019	voting	Mattis	Julia	
2018	voting	Barnard	Valerie	Y
2020	voting	Nicklas	Barbara	
2018	Executive	Balderson	David	Y
2020	Executive	Chandler	Chuck	Y
2018	Executive	Clark	Martha	Y
2018	voting	Kelehan	Kevin	Y
2020	voting	Buscher	Tori	Y
2021	voting	Turner	Katie	Y
2021	voting	Troglio	Aimee	Y
2021	voting	Kennedy	Ian	
2021	voting	Hasseltine	Terry	Y

7 of 15 voting members required for quorum.

- 8:32 meeting start
- Thank you Maggiano's for hosting
- Guest speaker: Leonardo McClarty-Howard County Chamber
 - Chamber rebranded
 - Presented the Chamber's legislative agenda for 2018 session
 - Paid leave
 - Predictive scheduling
- Guest speaker: Katherine DiSalvo-Thronson-Horizon Foundation & Chris Tsien
 - Speaking for bicycling advocates of Howard County
 - Improves overall community health
 - Why should the tourism industry care?
 - Placemaking-active streetscape helps local businesses
 - Millennial Appeal
 - Low cost transportation options
 - Presented plan for The Bikeway that they are seeking County funding for in FY2019
- YTD Financials (Vote)
 - Motion to approve
 - All in favor
- Motion to approve previous minutes
 - All in favor
- Strategic Plan Update
- Marketing
 - MD's Korean Way
 - Board will be asked to look over the site and give feedback
 - VHC is working with the Korean Society of MD to plan a press release to kick off the trail/site
 - Do you have plans to focus next on another ethnicity or nationality? So far no, because as of now, we only have the saturation to make this project work--open to expanding in the future
 - Marketing Q1&2
 - Facebook
 - Recreation News
 - Howard on Tap-Brew Bus, CoFestCo
 - Event specific commercials-radio spots, seasonal round ups
 - Korean Festival-with our help and Facebook and radio ads, they've doubled their attendance since last year
 - Destination brand strategy rfp
 - Rfp will be put out soon, to decide on a company to work with by spring
 - We need to do this now because we have to think about redoing the website within the next year
 - Why is the website traffic up?
 - We use way more digital, not as much print
 - We focus on event specific things, to drive people to check out the website for details
- Welcome Center
 - Welcome center last redone in 2011
 - Behind in engaging visitors, upselling them, and educating them.

- Welcome center issues: staff is hidden,
- Bridget outlines the timeline
- Bridget outlines county support (project manager, facilities, etc)
- Bridget outlines the grant options
- Sales
 - Flag football coming July 14-15, potential 1500+ roomnights
 - Weightlifting- MD Potomac Valley Regional Championships, Baltimore Open
 - Out @ Fairgrounds
 - Working with AI to find some new, different venues
 - ABA going with MD contingent, many meetings planned
 - NASC continuing to build relationships with the sports planners
- Motion to adjourn
- Meeting closed