

Howard County Tourism Council, Inc.
Board Meeting Minutes
January 22, 2019
Rams Head Tavern

7 of 15 voting members required for quorum.

Term Ends EOFY		First	Last	Present
		Bates	Gail	N
		Ebersole	Eric	N
		Wilson	Diane	
		Milani	Mike	Y
		Slack Katz	Debbie	
		Johnson	Kathy	N
2019	Executive	Libber	Mike	
2021	Executive	Mangione	Pete	Y
2021	Executive	Mangus	Becky	Y
2019	voting	Mattis	Julia	
2020	voting	Nicklas	Barbara	Y
2020	Executive	Chandler	Chuck	Y
2021	Executive	Clark	Martha	Y
2020	voting	Buscher	Tori	N
2021	voting	Turner	Katie	Y
2021	voting	Troglio	Aimee	Y
2021	voting	Kennedy	Ian	Y
2021	voting	Hasseltine	Terry	
2022	voting	Basu	Nina	Y
2022	voting	Lacan	Yolande	Y
2022	voting	Xu	Lanlan	

- 8:46 meeting called to order
- Welcome from Savage Mill
- Introductions
- Consent Agenda
 - November Board meeting
 - YTD Financials
 - Treasurer reports we're about \$60k under projected spending
 - We're in good shape
 - Audit has been completed and approved by Executive Committee--990 process has begun
 - Motion to approve, and seconded--unanimous consent
- Old Business
 - EC-WC Update
 - We'll be discussing a longer term lease, we currently have a 1 year lease, and we're trying to get at least a 3 year term
 - Administration
 - We've worked with them on the EC Voucher program
 - Working with them on Free/Almost free campaign during Federal Gov't Shutdown
 - Started a good pace of press conferences in conjunction with them--working with them to pre plan some events
 - County Council has invited us to do a short presentation to them to brief them on our role in Economic Development in HoCo
 - Send out details to board about this event
 - MD Tourism Day
 - What are you looking for from the board? Quantity/understanding of how our company works
 - More details to come
 - AirBNB short term rentals--keep an eye out
- New Business
 - Staff Reporting
 - Executive Director
 - Vouchers
 - Midday MD
 - Worked to get us on TV several times this winter to promote our happenings/members
 - B. Mangus-good idea to diversify and get us on TV
 - Continuing to look for more opportunities to partner with business/orgs that we don't normally work with
 - Asian cuisine months--working with the Chinese School and more groups
 - Funding request: asked for more cash to expand some initiatives over the next year--more vouchers/WC updates/continue supporting and attracting events
 - Operations & Visitor Services
 - Expanded distribution of VG
 - VG at the printer--process is all done
 - Marketing & Communications

- Monthly budgeting has changed the way we log things
- YoY we're up a little bit in November--it has traditionally been hard to get engagement during this month
- Voucher Program really brought up our web traffic for December
- Holiday Happenings up 260% for the year
- Can you provide information on cost per click for some of the digital marketing?
- Sojurn & Adara campaigns will give us more data and hard numbers around our advertising
- Is there a single metric/goal that we can identify and work towards?
- We intend to start working with influencers and gaining outreach to their networks
- Sales & Membership
 - Working with Laurel Park--working with them to get the word out that they are a daily venue
 - Joined BWI Business Partnership to expand our reach
 - Rev Par and STR data currently reported, could help for funding for fy20
- FY19 Business Plan Update
 - Plan is in process for this year, FY20 is in the works
 - Always working to drive new visitation demand, encourage growth of hometown pride
 - Table further discussion of business plan until next meeting/perhaps have a half day of presentaiton/next steps on the biz plan.
- Adjourn