

Howard County Tourism Council, Inc.
Board Meeting Minutes
July 24, 2018

Main Event

7 of 15 voting members required for quorum.

Term Ends EOFY		First	Last	Present
		Bates	Gail	
		Guzzone	Guy	
		Harden	Al	
		Ebersole	Eric	Y
		Wilson	Diane	
		Milani	Mike	Y
		Slack Katz	Debbie	
		Besson	Karen	
		Johnson	Kathy	Y
2019	Executive	Libber	Mike	Y
2018	Executive	Mangione	Pete	Y
2018	Executive	Mangus	Becky	Y
2019	voting	Mattis	Julia	Y
2018	voting	Barnard	Valerie	
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	
2021	voting	Turner	Katie	
2021	voting	Troglio	Aimee	
2021	voting	Kennedy	Ian	Y
2021	voting	Hasseltine	Terry	
2022	pending	Basu	Nina	Y
2022	pending	Lacan	Yolande	Y
2022	pending	Xu	Lanlan	

- 8:45-meeting called to order
- Welcome new board members
- Criteria for award nominations has been given out, please return nominations to Amanda quickly
- Consent Agenda
 - May Meeting Minutes
 - Motion to approve-K. Kelehan
 - 2nd- M. Libber
 - All passed
- Amanda Jones from Main Event-Welcome
- Board Elections
 - All done!
 - Elections that went out to the membership, according to the bylaws for consent for new board members
 - 3 new voting members, 2 new ex-officios
- Resident Agent
 - Paperwork has been filed, and our payment has been received
- Ellicott City, return to the Welcome Center
 - Maybe in a few weeks
- New business
 - Financials
 - June is the close of the FY, we're taking a bit of extra time this year because of the transition
 - For many years we've been a 0 based organization, we've been saving for many years, to create a nest egg
 - June Year End shows a -\$1,454 we thought we'd be in a deficit up to \$29,000 as budgeted so this is good
 - FY19 is projected to dip about \$30,000 into the rainy day fund, because of funding shortfalls from the tax revenue--this will be the first year that we have to dip into this fund
 - FY19 will be our leanest year ever--all budget lines were cut except our marketing budget
 - Some savings are possible to see over the next year--staff will continually reforecast the budget to ensure responsible spending
 - Staffing changes and restructuring have helped to ease the budget a bit
 - Has the tide turned on the slow bookings of Baltimore that may end up with us having more bookings?
 - Has there been any impact from the new Casino hotel?
 - Looks like not much yet, the competition is in Anne Arundel right now
 - FY19 proposed budget
 - Motion to accept: M. Libber
 - 2nd: B. Mangus
 - Discussion
 - Vote to accept--moved by J. Mattis
 - Unanimous approval
 - Annual Meeting Update
 - Turf Valley, September 14 11-1

- We're working on a speaker from Clyde's Restaurant Group or Foreman Wolf-we have a back-up speaker too
- We'll be premiering the destination video we've commissioned
- Small amount of board business
- B. Mangus-give me an ad to run in the August BizMo
- Awards
 - Tourism Partner of the Year
 - Steve Wecker-opened Cured/18th&21st and Mutiny
 - Tourism Ambassador of the Year
 - Pete Mangione--he says we should find someone new
 - Hospitality Employee of the Year (new)
 - Could there be a scholarship? RAM has already set one up, we'll not compete with their efforts
- Marketing Recap-May and June creative
 - Could some of the web traffic numbers come from the EC flood?
 - There was some traffic, but not a spike so much that it makes a huge difference
 - For the pre roll videos, is there a way to get data from these and adjust the buy if necessary?
 - Yes
 - Is the website optimized for all devices?
 - Yes
- Adjourned-9:40