

Howard County Tourism Council, Inc.
 Board Meeting Minutes
 March 26, 2019
 Turf Valley Resort
 7 of 15 voting members required for quorum.

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

Host Venue Intro - Pete Mangione

Thank you Pete for hosting!

Board/Staff Introductions

Amanda Hof - Executive Director
Crystal Abrom - Senior Marketing Manager
Eric Teisch - Sales and Membership Director

Consent Agenda (Vote)

- January Board Meeting Minutes - Motion: Nina - 2nd: Tori Unanimously Pass
- YTD Financials (Pete) - Motion: Nina - 2nd: Tori Unanimously Pass

Old Business (updates)

- Ellicott City - Welcome Center Update (Amanda)
 - Notified by County Administration that Welcome Center repurpose is back in motion
 - Exec Committee, Amanda and Bridget working with Administration for new location in coming weeks
 - Desire to stay in Ellicott City - concern over the impact of moving Welcome Center out of Ellicott City, especially in this unique time of need
 - County property or other options - Administration to consider support with rent if necessary
 - Anticipating Summer move

New Business

- Ian Kennedy - Soulful Symphony Update
 - Bring more and Expanded Culture to the Community
 - Original vision of Merriweather - home for an orchestra
 - Now Resident Home for Soulful Symphony - Darren Atwater
 - Darren will help with vision of all arts and culture
 - Diversity of programming of orchestra - Appeal to a broader audience
 - Dates coming soon - 3 performances expected this summer
 - Possible for modular orchestra to move around Downtown Columbia and the rest of Howard County
 - (Debbie) 2022 - 250th Anniversary of Ellicott City - opportunity to cross promote w/ Soulful symphony
- Staff Reporting (January-February)
 - Executive Director
 - Asked for additional \$100,000 above hotel tax and revenue in FY20 funding request to go towards:
 - Enhanced in-destination visitor experience
 - Welcome Center updates
 - Ongoing retention of existing and development of new events
 - Office of Tourism Grant funding submitted - Grant Cycle is changing
 - Will know the amount from state in April
 - Working with State and Local officials - Tourism Day was successful
 - New Bill - nongovernmental business to apply for OTD grant money would dilute our pool of money - has been amended to go to task force
 - Short Staffed - Molly has left , interviews will be this week

- 2 new onboarding for members (Denisa Smith and Imran Choudhary)
- New Projects - Art for all, Meetings Matter, Co-op Opportunities
 - Will look to delegate more as staffing becomes full
- Marketing & Communications
 - Page Views up 2.2% year over year
 - Free almost free campaign performed well
 - Successful Restaurant Weeks -anticipating 239% ROI on our total marketing spend of \$10,000 (# of Restaurants similar to previous years)
 - Also occurred during partial government shutdown
 - Met with various media outlets - launching Art for All on April 1st
 - Sunday kickoff at Horse Spirit Arts
 - 40 Days of Wellness
 - MAPRA Conference to work on influencers
 - FeBREWary ran in February
 - 3 members took advantage of social media co-op
 - FestivALL will start in May-June
- Sales & Membership
 - Meetings Matter - Thursday April 25th 1130a-230p Main Street Ballroom
 - BAMHA - BWI hospitality alliance meeting Network to branch out
 - Attended Rendezvous South with Meeting Kit, Luggage handlers - in process of following up.
 - Sports Updates - Update visibility on our Website, sports banner Meadowbrook (will look at potential options), NASC in May
- Nomination Committee (Martha Clark)
 - Talk to board members for 2nd term
 - Contact Amanda or Martha for new nominations
 - **Congrats to Martha for being on Chesapeake Collectables
- FY19 Business Plan Update
 - Map out FY19 to stay on track to the 3 year strategic Plan
 - Mission Focus and Strategic Goal broken down into tactics
 - Amanda, Crystal, and Eric reviewed progress on all tactics
 - New Business Plan for FY20 will take us through the last year of strategic plan
 - Potential Board Retreat in November for new strategic Plan
 - Welcome Center should get an "urgent" status as it is a major area of concern. (uncertainty logistically and financially) Amanda to keep entire board updated on developments as they occur.
 - Metrics for measuring success/ROI should be part of FY20 plan

Adjourn

Motion - Terry, 2nd - Tori Unanimously Pass