

Howard County Tourism Council, Inc.
Board Meeting Minutes
May 21, 2019
Inner Arbor Trust

7 of 15 voting members required for a quorum.

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

- 8:44-meeting called to order
- Welcome to the Chrysalis
 - Created as a destination arts park
- Consent Agenda
 - Board meeting minutes--no additions
 - FY20 meeting dates--proposed meeting dates--separate meeting can be set for September if Board votes that it's necessary
 - Some meetings have been moved from the original schedule to avoid conflicts with holidays/industry conferences
 - YTD Financials--Pete reviewed up through April--board was given up through March--Check from the County came in April, we're going to end the year in the black, we had planned to end the year on a deficit
 - Is there a chance to "use it or lose it" funds? No, but we do need to ensure that we are spending as much as we can every year on marketing/visitor service
 - Motion to accept; seconded; all in favor
- Staff Reporting
 - March/April is the report period
 - Applied for an additional OTD grant; working to create golfing/beer/hotel package that will have international appeal
 - Submitted budget testimony to HoCo Council--same amount as FY19 budgeted in CoEx draft
 - B. Mangus--wanted to let the full board know how much work went into the website vendor selection process, industry survey, extensive interviews, and well reasoned choice
 - SV has focused on our industry, and is making strides in technology and how we can best utilize it
 - Meetings Matter:
 - Business Monthly assisted greatly with the creative work that we saw at MM
 - Relunched our LinkedIn page, to be more interactive with our businesses online
 - Using this event to really update our business mailing list
 - Original projections were 50-75, and we ended up with 91 attendees and exhibitors
 - We saw people engaging with us who didn't know us before, over 40 local businesses were represented there and made new contacts with
 - Our contact list will be utilized to send a quarterly business update
 - Some site visits and potential contracts have already begun
- Old business
 - 990 taxes complete
 - Welcome Center Update--J. Jones-deal with the Phoenix who wants to move into our building trying to complete the deal--we don't think the County has acquired the Phoenix yet? What happens then? They still want to provide our space to another business, even if it's not Phoenix.
 - If not a restaurant, Exec Board wants to propose that we get the basement level

- This would be the same as the old days before the 2011 opening of the WC
- If that doesn't work out, they have told us that they're trying to find us a county owned space, or a storefront
- Meeting scheduled with CoEx coming up soon-June 7
- Thoughts/feedback:
 - Does the new plan that's been put out, will that give us any opportunity?
 - Viewing whatever comes next as temporary, and finding our place in the OEC Master Plan
 - Do you have a wish list?
 - Yes
 - Linwood Boutique has opened up--it could be good for us
 - When are we trying to do this?
 - When they tell us to. We'd like to do off season, but everything is a moving target at this time
 - Their promise is still in their mind, to provide us space, and we've been told that they will keep up this promise
 - CoEx envisions us in Columbia--we want to stay--OEC needs us--they'd like to keep us in OEC and do something else in Columbia too
 - ECP-wants to bring EDA, VHC, R&P, ECP to the table--What do you envision as a Welcome Center? Why not a partnership center?
 - Good job on maintaining our position of staying in OEC.
- Nominating Committee
 - Lots of people had a good response from nominees
 - CA will likely have a presence
 - OEC
 - Hotels
 - Restaurants
 - Next time we meet, we'll go through the list, everyone seems interested in participating
 - Senator Katie Fry Hester is interested, and also sits on the OTD board
 - Yolande will become the Vice President
 - Mike Libber & Julia Mattis will be rolling off--thank you for all of your participation over the years!
- New Business
 - FY20 budget
 - Waiting on OTD Grant amount--this will be the first year we have this number before we begin the FY
 - We're expecting \$20-30K loss on that grant
 - Exec Committee will review when it's ready, it will be sent out before the July meeting, for a vote in July
 - If nothing changes staff wise, we'll fulfill our payroll for this year

- Benefits are always a moving target--we probably won't spend that whole line
- Underspent in some areas, we should be able to put away \$20k or so for new WC constructions
- FY20 Membership benefits
 - Finding ways to improve benefits for the partners
 - 305 active accounts, 5 partners above the basic
 - Why are these changes coming?
 - We want the upper levels to really be beneficial
 - Give them a reason to upgrade
 - Was there thought given to increasing alliance level, or adding a step between Alliance and Strategic?
 - Yes, but we're looking at renewals coming up so soon
 - More research needs to be done to do a complete overhaul--member surveys, DMO surveys, etc.
 - Board thinks that for full redo, would be increased marketing opportunities
 - We have to sit down with our members and find out what added value will be most desirable to the membership
- Annual Meeting
 - September 13, Friday 11-2
 - Howard Hughes building--hopefully Tenable or Two Merriweather
 - Unfinished floor to utilize how we'd like
 - Keeping up our contacts from Meetings Matter, and engage them in this event
 - Lunch event, buffet food, theatre style for presentation and speakers
 - We can utilize our industry contacts to find a good speaker from the state or national level--OTD, DI, MHLA
 - Time to start thinking about awards
 - Tourism Partner of the Year
 - Tourism Ambassador
 - Hospitality Employee of the Year
- Aimee Troglia is leaving The Mill, and will be stepping off our board, and is recommending a replacement from The Mill
- Motion to adjourn; seconded; adjourned 9:53 am