

**Howard County Tourism Council, Inc.**  
**Board Meeting Minutes**  
**November 28, 2017**  
**Manor Hill Brewery**

<b>Term Ends EOFY</b>		<b>First</b>	<b>Last</b>	<b>Present</b>
		Bates	Gail	
		Cochran	Mary Catherine	
		Guzzone	Guy	
		Harden	Al	
		Ebersol	Eric	
		Wilson	Diane	Y
		Besson	Karen	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	Y
2020	voting	Nicklas	Barbara	Y
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	
2021	voting	Kennedy	Ian	Y
2021	voting	Hasseltine	Terry	Y

7 of 15 voting members required for quorum.

Kathy Johnson

Call to order

Honorable County Council Vice Chairman Dr. Calvin Ball speaks.

Approve minutes from May meeting (vote)

Motion to approve-T. Hasseltine

Second-M. Libber

Passed

Approve YTD financials (vote)

Motion to approve-P. Mangione

Second-T. Hasseltine

Passed

Approve Draft FY17 Audit (vote)

Motion to move to executive Committee- K. Kelehan

Second- V. Barnard

Passed

Approve healthcare resolution (pre-tax document needs board approval)(vote)

Motion to approve-B. Mangus

Second-T. Hasseltine

Passed

Welcome center

LEED and environmental savings plans can preclude companies from printing things these days. Event flyers are the way to go. Digital, Digital, Digital. Can we get a digital presence in front of the visitors at the Welcome Center.

Annual meeting recap and thoughts

Perception, lunch had more attendance, but the happy hour model is much more interesting. Price makes a big difference. Does anyone want to go back to lunch? Not really. Fridays at lunch may have been a better draw than Thursday evening. The lunch used to have more of a program with more of an outlook or speaker component to incentivise attendance. With better attendance and more power players in years past, it elevated the image of Tourism. Some people miss the vendors/sponsor tables that added to the event. Going back to lunch may be a good plan to try. Try a non traditional venue-give people a chance to see something new.

Brand Howard County update (Katie Turner and Sarah)

Research first and foremost from the players at the table, see how this could help the County to progress. We need to find what people who already live here truly value in our community-everyone could get something out of this question. More meetings will be coming soon, and Cleveland is giving some pointers on how to get this to work, as they've just gone through the process. How will we survey the people? Multiple tactics are being explored.

Grant updates

Launched new event support program in August. Carnevil, Korean Festival, sporting events (Elite). Looking for new 2018 events: Golf show @ Turf Valley; MD Made expo; any event in Elkridge that could bring people out there. Call for event ideas to the whole board.

New business meet and greet

Happening with EDA & Chamber; invitation to the board to attend and meet new business people on behalf of Visit Howard County.

Motion to close: B. Mangus

Second: T. Busher

Passed