

**YHoward County Tourism Council, Inc.**  
**Board Meeting Minutes**  
**November 27, 2018**  
**Hudson Coastal**

7 of 15 voting members required for a quorum.

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

- 8:45 meeting called to order-Quorum
- Introduction by Brad Hudson
- Introductions--new board/staff members
- Executive Committee finalized interviews last week, and met about leadership for VHC
  - Thrilled to offer Amanda Hof as Executive Director
  - Amanda thanks the board for making the best decision for the company
- Updates not on board report
  - Eric, Amanda, Crystal and Bridget attended MD Tourism Coalition annual Summit
  - We were awarded by MTC and OTD for marketing campaigns we've created
  - We pitched FestivALL to MTC panel, we didn't win the contest, but in the process, we did create a great new campaign for us to use
  - Created OEC postcards to give out to visitors throughout OEC
  - Gotten some great PR for OEC--WMAR news aired Black Friday, Midday Vaccay--new segment for them, OEC has been featured, airs Friday, participating in Deal of the Day to highlight Midnight Madness
- Consent Agenda
  - July Meeting minutes
    - Vote
    - Motion to approve--Seconded
    - No questions/comments
    - All in favor of Minutes
  - Financials
    - Chuck and Pete get monthly financial reports
    - Amanda has experience with budgeting, she is on top of keeping the financials straight
    - September financials are right where they're supposed to be
    - We're currently \$40K ahead of the budget--Is this because of Salary gaps? Partially
    - Audit has been completed--Motion to allow Executive Committee to approve draft Audit
      - Seconded and all in favor
    - Motion to approve financials as of 9/30
    - Seconded--all in favor
- Old Business
  - Ellicott City-Welcome Center Update
    - Under the previous administration, the WC was going to be relocated--since the administration has changed, that plan is on indefinite hold.
    - We believe staying put will be the best situation for VHC right now
    - Exec Committee thinks the current location is best for VHC, but there are contingency plans getting ready in case of a directed move
  - Annual Meeting Recap & Thoughts
    - It's not too soon to begin thinking about the next annual meeting--let's start thinking about speakers
    - 2018 Luncheon model had a much better turn out than the happy hour concept:
      - 160 guests last year, we're hoping to exceed next year
      - Came in about \$2000 under budget

- What would the board like to see for next year's annual meeting?
      - Some really did like the Savage Mill Event--taste of Howard County type of environment--didn't miss the program or speaker
      - Merriweather was too spread out
      - Like the idea of using space where the tourists go
      - The night events should have been great, but it wasn't--the lunch model gets more people there
      - Lunch events are much better for those with small children
      - Some brought staff for the day event, and couldn't do that with a night event
      - It's good for staff and non-owners/directors to come and mingle
      - We could do a walk around luncheon--with restaurant stations, and lots of seating around
      - Where should we have this event?
        - Shrine of St. Anthony?
        - We're usually focused on the eastern half of HoCo--this could be a good for exposure
        - Robinson Nature Center
        - Howard County Conservancy
      - We can use this meeting to introduce people in the community to new aspects of the community
- New Business
  - New Administration & Elected officials
    - VHC is fortunate to have Martha on the Transition Team for the new Executive
    - Big changes will be coming, we just don't know them yet
    - First priority for us is the WC and staying in OEC
    - Dr. Ball has been very supportive of us with hotel tax vote, bond bill for our building and more
    - We are working on getting appointments with all of our new representatives--educate them on the purpose and benefit of VHC
    - We will have the opportunity to meet and greet with them at the annual Taste of MD event in Annapolis
    - MD Tourism Day is another opportunity for us to get in front of our State representatives--happens sometime during Session, no date yet
    - We will advocate for whatever the Board wants us to get in front of our legislators
      - Will the Executive Committee give talking points to the group? YES
      - Short Term Rentals
    - We've always had the County Executive at the Annual Meeting, will we give him special attention/time to speak at the meeting--YES
  - Sales & Membership Update
    - Eric has been a rockstar since he started in September--he's already been to a conference and met with many of the partner businesses
    - Takes time to explore and get to know the visitor experience
    - Is continuing the hotel sales meetings every other month--attractions are welcome too

- Big networking event in the works for the spring to bring the hotels and businesses together
  - US Quidditch had a great time! They have recommended us to the Major League Quidditch association--we hope to get them booked in.
  - What opportunities can we maximize on knowing that Quidditch likes us, and we have to work with Rec & Parks and the USQ team to make this work
  - It is a great theme to be known for
  - What this boils down to is \$\$ and how many sponsorships can we get to buy their business in the future
- Tourism Event Support Program--Update
  - This program started about a year and a half ago--meant to support new and growing events in HoCo
  - We had a shortfall in our MD State Tourism Grant--we never know what it's going to be, as the numbers are released so much later than our budget cycle--we have about \$18K to make up for in the Marketing budget--much of that will come from the Support Program budget
  - Application process ended up with VHC giving marketing in-kind support instead of cash
  - An application process is currently on hold, and all events will be evaluated as to what amount of marketing assistance VHC can provide
  - Grant program as it was is now on hold
    - Good idea--Aimee has seen it first hand at HSM, last year instead of cash, she was given marketing assistance instead, and it was easier and better than filling out all the grant paperwork and wrap up reports
- Call for new business
  - Formal thank you from ECP for our support and dedication in marketing OEC
- Motion to adjourn
- Adjourn at 10:03