

Howard County Tourism Council, Inc.
Board Meeting Minutes
May 30, 2017

Attendance

Term Ends EOFY		First	Last	Present
		Parker	Jean	
	ex-officio	Bates	Gail	
		Cochran	Mary Catherine	
	ex-officio	Guzzone	Guy	
		Harden	Al	
		Hasseltine	Terry	
	ex-officio	Wilson	Diane	Y
		Johnson	Kathy	
		Richardson	Donna	
		Besson	Karen	Y
2019	Executive	Libber	Mike	
2017	Executive	Mangione	Pete	Y
2017	Executive	Mangus	Becky	Y
2019	voting	Mattis	Julia	Y
2018	voting	Barnard	Valerie	Y
2017	voting	Kilby	Ellen	
2017	voting	Yetso	Brock	Y
2017	voting	Baker	Matt	Y
2020	voting	Nicklas	Barbara	Y
2017	Executive	Balderson	David	Y
2020	Executive	Chandler	Chuck	Y
2017	Executive	Clark	Martha	Y
2017	voting	Kelehan	Kevin	Y
2021	voting	Buscher	Tori	Y
2017	voting	Winer	Jay	
		Turner	Katie	Y
		Troglio	Aimee	Y
		Kennedy	Ian	Y

7 of 15 voting/Executive needed for quorum.

Minutes

- 8:39: informal start to meeting: State Delegate Eric Ebersole introduced
- Ebersole: the Delegation has done work this year to bring tax breaks to Old Ellicott City, which has helped small businesses. County Council and Executive would be the next step in enacting these breaks. HoCo Conservancy got special funding from the state for an education facility. Bond bill this year for the Chrysalis to give more funding for the location. MPP & Chrysalis keeps HoCo on the map, and keeps us front in people's minds. Diageo will be very close to HoCo and will bring benefits into HoCo. Some legislators and brewers want to create a "Brewery Row" along Route 1. HoCo has had an image hit from the turmoil in the school system, but change is on the way, and we may be able to reverse this image of constituents and teachers.
- Tammy Schneider: brought on to change from a desktop version of QB to an online version of QB. They are our check to ensure that things are on course, and expenses are recorded properly. Financials are in good order to present to our auditors. They will be working with the auditors to ensure a smooth process. Small business benefit, they are a small team and are involved heavily in the financial process.
- A. Cordo: Budget is on line to be within a couple thousand dollars of our projected budget.
- 8:55 meeting called to order
- Call for approval of May meeting minutes
- B. Mangus- move to approve
- K. Kelehan-second
- Vote to approve-passed unanimously
- YTD financials: P. Mangione-everything is in line, and Tony's done a great job in managing the funds. The numbers look good
- Questions: M. Baker-noticed a drop in revenue
 - A. Cordo: This has fallen partially because of new partnership levels, with lower price for membership. Co-op line has increased, because we're working on creating larger opportunities
- Motion to approve-B. Nicklas, Second- B. Mangus
- A. Cordo- audit will begin in early September
- Vote for YTD Financials: motion passes unanimously
- September Board Meeting: Annual Meeting is scheduled right around it, and D. Balderson wants to use the AM as the board meeting.
 - B. Nicklas-conference call if something comes up-in lieu of a meeting
 - A. Cordo-nothing is truly pressing at the moment
 - D. Balderson-Executive Committee will continue to meet on their regular schedule
 - D. Wilson- Supports not having September
 - T. Busher-Manor Hill is available for future board meetings
 - B. Nicklas- Some restaurants would like to host the Board for a meeting at the mall
 - B. Mangus-financials will still need to be sent to the entire board
 - C. Chandler-leave it on the calendar, but we can cancel closer to the date if we find there is no pressing reason to meet that day
- This is the last meeting for many board members-VHC wants to acknowledge these departing board members
 - Brock Yetso
 - Ellen Kilby
 - Donna Richardson

- Jay Winer
- Matt Baker
- Nominations for Tourism Annual Event Awards (Vote)
 - Are there any awards or nominees that the board would like to add?
 - Nope
 - Tourism Partner of the Year
 - Howard Hughes & DACC
 - B. Nicklas-This is timely for the legislation that passed, and the opening of the Chrysalis
 - D. Balderson-This is helping to reshape Columbia and public perception
 - I. Kennedy-IMA the presenter @ Merriweather are invaluable to the success of the property
 - B. Nicklas-Jean did get an award a few years ago for this, could we frame this award for the funders of the properties
 - I. Kennedy-I'd really encourage IMA be there
 - A. Cordo-do we want more than one partner of the year?
 - C. Chandler, B. Nicklas, D. Balderson, B. Mangus-want to wait until next year to give this one to CFA, as they are reinventing themselves.
 - A. Cordo-in the Tourism section of Business Monthly, the winners will be featured
 - Elite Tournaments, Historic Savage Mill, Sheraton Columbia, Columbia Association & Howard Hughes
 - D. Balderson-are we lumping all these organizations together? A. Cordo, we are, they have helped specifically our staff and organization in a tough year
 - B. Mangus, I think that's too many partners
 - Columbia Festival of the Arts
 - Tourism Ambassador of the Year
 - Marlys East
 - B. Mangus-I'd have a hard time making a decision between Marlys & Pam. I'd prefer not to see both awards go to Columbia, but Pam is everywhere, she's come out for Ellicott City. I'd break my rule and vote for 2
 - B. Nicklas-also uneasy about focusing so much on Columbia, but is in strong favor of honoring Marlys because of her passion and dedication to the community
 - D. Wilson-Marlys works all the time, this is her passion, in favor of 2 people, Pam has done great in this difficult year
 - K. Kelehan-strange series of events that has brought on the climate this year, this is the year to honor both Columbia and Ellicott City
 - Pam Long
 - Mike Blevins
- Brand Howard County Update
 - A. Cordo-working with many organizations across town to create a complete brand for the County to align under. Some issues were brought up, individuality in organizations was key. Up next: Marketing directors meeting-what are we using to sell Howard County as a complete piece. CA, Chamber, Library, EDA & many more are on board as of now.
 - P. Mangione-do we expect all these groups @ this October meeting?

- A. Cordo-no, we expect marketing people from some of these partners, to look at how it will work
 - B. Mangus-Chamber is in process of changing logos now, will he be on board to adopt new standards?
 - A. Cordo-Yes, the Chamber is one of the most ardent supporters of this project, and will be able to adopt the new guidelines when they arrive.
 - A. Cordo-the group also learned that the school system should be involved, some members are coming with him to meet with new superintendent
 - B. Yetso- Columbus works so well, and you can see it easily as a visitor, it will be great once it comes
 - Tourism Investment Grant Form
 - A. Hof-Present form/explain program
 - Grow events and draw attendees, not one of the underwriters of these events
 - The only way to get cash from Visit Howard County
 - We will be available still for marketing co-ops and resource
 - We will give special assistance to events that drive overnight stays
 - Timing of events will be an important factor-we want to bring in events at times when our hotels need business
 - Grants will require a contract with certain criteria to be met by event organizers
 - Generally, funds will be granted after the event occurs
 - We will not advertise for these events because of funds and staff time
 - Application-let's hold questions until the end
 - B. Nicklas-is this an all new process?-A. Hof- Yes
 - D. Wilson-is there a certain amount dedicated? \$60,000
 - J. Mattis-Is there a cap on how much will be given? A. Hof, & A. Cordo-Yes, there is no set cap at the moment, but we want to ensure we can fund events-we want to focus on things that will bring people to stay, and we'll see what applications come in. Amanda's been soliciting new events and spreading the word about our program.
 - A. Hof-Grant money going to a haunted event in Symphony Woods already this year. We're working to find more new events. Similar to what Sally is doing for sales, we want to bring more and more people-truly an investment.
 - E. Ebersole-will you be able to anticipate the number of applications and funds that will be needed for any given year?
 - A. Cordo-that's why we're telling people to apply early
 - A. Hof-if we have to set application dates in future years, we'll reevaluate based on FY18 experience
 - B. Mangus-besides this grant program, I'm assuming there are other ways to get marketing help and other assistance
 - K. Kelehan-it would be great to have the problem of too many applicants
 - C. Chandler-having a formalized process will give us some cover to be able to say yes or no to events, and also give us some back up when we go to the County and ask for additional funding.
 - D. Balderson-this discussion has been going on well over a year, kudos to staff for this plan.

- K. Kelehan-this application gets the applicant thinking about how to increase spending in the county, not just a cash box
- C. Chandler-this focuses so much on Howard County as the first beneficiary, and the thought to the competing weekends is ideal
- V. Bernard-how will we audit this process, to see that our funds are spent well?
 - A. Cordo-there are measurables we'll ask for from every recipient, and we will follow up with reports from the organizers and partners (hotels, etc) This year will be working through what measurables we'll ask for. This does not necessarily have to be an event to apply for or get grant dollars
 - Lacrosse tournament we have a contract with right now has to tell us how it works and what our money is spent on
- B. Mangus-event insurance will be important to know about, so that if something happens, they'll be covered and our investment will be protected
- A. Cordo-our contract does allow for an out for VHC if anything looks like a bad choice
- Motion to adjourn, K. Kelehan & V. Bernard