

Howard County Tourism Council, Inc. Board of Directors Meeting

MINUTES DRAFT: APPROVED July 23, 2024

May 28, 2024, 8:30 - 10:00 am

Holiday Inn Columbia East-Jessup, an IHG Hotel

11 of 20 voting members are required for a quorum. P = present, E = Excused Absence, A = Absent

Term Ends EOFY		First	Last	Present
non-voting		Katie	Fry Hester	E
non-voting		Dan	Burns	E
non-voting		Terry	Hasseltine	E
non-voting		Kathy	Johnson	P
non-voting		Mike	Milani	E
non-voting		Angela	Cabellon	E
FY26	President	Tricia	Hudson	P
FY26	President-Elect	Jayquin	Bella	E
FY25	Past President	Yolande	Lacan	P
FY26	Treasurer/Secretary	Jim	Starke	E
FY24	Nominating Chair	Martha	Clark	P
FY24	Exec. Board	Chuck	Chandler	P
FY24	Voting	Grace	Anastasiadis	P
FY24	Voting	Margaret	Barry	E
FY25	Voting	Nina	Basu	P
FY24	Voting	Mae	Beale	P
FY25	Voting	Steve	Carne	P
FY24	Voting	Cheryl	Clemens-Everidge	P
FY26	Voting	Vince	Culotta	P
FY25	Voting	Phillip	Dodge	P
FY26	Voting	Julie	Eurice	E
FY24	Voting	Ian	Kennedy	E
FY26	Voting	Nicole	Motsay	P
FY26	Voting	Marcus	Nicks	E
FY24	Voting	Soo	Park	P
FY26	Voting	Rod	Vese	P

Staff present: Amanda, Eric, Denisa, Alex, Theresa, Kaelynn

Call to Order Tricia @ 8:46 am

Host Greeting: Susan Sta Cruz-Chua, Area Sales Manager, Holiday Inn Columbia East Jessup

Board Meeting Minutes

March (VOTE)

<i>Motion to approve March minutes</i>	Yolande Lacan
<i>Second</i>	Vince Cullota

All in favor

Motion **Passed** ▾

Financials (Jim/Amanda)

February, March, and April (VOTE)

- Spending is running behind except for marketing which is typical; work towards balancing out by year end
- Jim receives bank statements, and Tricia and Yolande copied on reports Amanda sends to Jim
- The savings account has accumulated cash as we receive most of our funds in advance of expenses. Executive Committee will discuss if we move savings funds to the investment account bond positions where they can yield 8-11% interest. Executive Committee will report back at next board meeting.

<i>Motion to approve Feb, Mar, Apr financial statements</i>	Nina Basu
<i>Second</i>	Mae Beale

All in favor

Motion **Passed** ▾

- Investment Portfolio Update (Jim)
 - Oxenham snapshot : 45% bonds (conservative positions) / 55% Stocks with some moderate risk for long term investment

Old Business

FY25 Funding Request & Budgeting Update

- FY25 Funding allocation came in at 1,150,000 which is about \$30,000 more than FY24
- Applying for EDA grant for FY25 - earmarked at \$112,000 - will use for welcome center interior renovation
- FY25 Budget - we are looking for areas where we can cut cost to offset rising cost of operations doing business in general. Staff has identified several areas such as taking Cutting SEO and Google Ads in house vs. paying a company to do it for us. The County is also helping us with IT and we can eliminate paying a third party.
- Chuck - any additional funds from the county for any other special project? Amanda - not at the moment; the County may invest into something like OEC bucks or our Local HoCo, shop local initiative

FY25 Board (vote for each item)

FY25: Special Vote to extend additional terms: Chuck Chandler, Martha Clark

<i>Motion to approve</i>	Vince Cullota
<i>Second</i>	Phillip Dodge

All in favor

Motion **Passed** ▾

FY25: Approve second 2nd Terms: Soo Park, Margaret Barry, Cheryl Clemens-Everidge

<i>Motion to approve</i>	Chuck Chandler
<i>Second</i>	Vince Cullota

All in favor

Motion **Passed** ▾

FY25: Elect Principal Officers (Serve on the Executive & Nominating Committees): Elect Principal Officers

- President: Trish Hudson
- President-Elect: Jayquin Bella
- Finance Chair & Acting Secretary: Jim Starke
- Nomination Chair: Martha Clark

<i>Motion to approve</i>	Yolande Lacan
<i>Second</i>	Vince Cullota

All in favor

Motion **Passed** ▾

FY25: Elect Additional Executive & Nominating Committee Members:

- Immediate Past President: Yolande Lacan
- Past President: Chuck Chandler, Residence Inn Columbia
- Steve Carne, Terrapin Adventures
- Vince Culotta, Cured | 18th & 21st

<i>Motion to approve</i>	Chuck Chandler
<i>Second</i>	Mae Beale

All in favor

Motion **Passed** ▾

FY25: New Board Member Nominees: Dave Simmons, Donna Wecker

<i>Motion to approve</i>	Vince Cullota
<i>Second</i>	Cheryl Everidge-Clemens

All in favor

Motion **Passed** ▾

- Q: Nina - was asking about other hospitality fields covered by the board of directors since the hotel representation used to be big

FY25: Ellicott City Partnership Ex-Officio Member: Sharaon Christiansen

<i>Motion to approve</i>	Yolande Lacan
<i>Second</i>	Vince Cullota

All in favor

Motion **Passed** ▾

- Amanda sits on ECP's board and the new executive director (Sharon) will sit on our board as part of the agreement between her and Amanda

Guest Speaker / Presentation

Dolly Bermudez, Apprenticeship Coordinator, Howard County Office of Workforce Development

Next Board Meeting

Tuesday, July 23 @ Zips Cleaners Corporate Office, 8510 Corridor Rd suite 200, Savage, MD 20763