

Howard County Tourism Council, Inc. Board of Directors Meeting MINUTES

July 23, 2024, 8:30 - 10:00 AM

Zips Corporate Office, In-Person Strongly Encouraged

MINUTES DRAFT. APPROVED 11.12.2024

12 of 21 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	A
non-voting		Dan	Burns	E
non-voting		Terry	Hasseltine	A
non-voting		Kathy	Johnson	P
non-voting		Mike	Milani	A
non-voting		Sharron	Christiansen	P
non-voting		Felix	Fachine	P
FY26 (2nd)	President	Tricia	Hudson	P
FY26 (1st)	President-Elect	Jayquin	Bella	P
FY25 (2nd)	Past President	Yolande	Lacan	P
FY26 (2nd)	Treasurer/Secretary	Jim	Starke	A
FY28 (special)	Nominating Chair	Martha	Clark	P
FY28 (special)	Exec. Board	Chuck	Chandler	P
FY26 (1st)	Exec. Board	Vince	Culotta	P
FY25 (1st)	Exec. Board	Steve	Carne	P
FY25 (1st)	Voting	Grace	Anastasiadis	E
FY28 (2nd)	Voting	Margaret	Barry	P
FY25 (2nd)	Voting	Nina	Basu	P
FY25 (1st)	Voting	Mae	Beale	P
FY28 (2nd)	Voting	Cheryl	Clemens-Everidge	A
FY25 (1st)	Voting	Phillip	Dodge	P
FY26 (1st)	Voting	Julie	Eurice	P
FY28 (1st)	Voting	Dave	Simmons	P
FY26 (1st)	Voting	Nicole	Motsay	P
FY26 (1st)	Voting	Marcus	Nicks	A
FY28 (2nd)	Voting	Soo	Park	P
FY26 (1st)	Voting	Rod	Vese	P
FY28 (1st)	Voting	Donna	Wecker	P

Staff present:

Alex Sullivan
Eric Teisch
Denisa Smith
Kaelynn Ball
Amanda Hof

AGENDA

Call to Order (Tricia) Jayquin Bella
8:39 am

Welcome New Members / Introductions

Install Felix Facchine as the Exofficio member for Howard County Government
Approved

Host Greeting (Zips)

Board Meeting Minutes: May 2024 Approval

<i>Motion to approve May Minutes as presented</i>	Vince Culotta
<i>Second</i>	Yolande Lacan
<i>All in favor</i>	Motion passed

Financials (Jim/Amanda)

May (VOTE)

- Usually slows down
- We may be a bit over the marketing
- Website expensive slightly over - due to under-budgeting
- We may end a year with a slightly negative number - which is a good thing
- Money has been moved from Savings to Money Market (bonds) account - we discussed this at our Exec Committee meeting (\$200,000 has been moved)
- Membership and RWs payments are coming in
- Tricia: About the Restaurant Weeks Tiers, have there been any negative feedback?
 - Amanda: no asks about the Tiers
 - Tricia was a bit concerned about the Tier structure because she thought it was too expensive and we won't have enough to sign up.

<i>Motion to approve May Financials</i>	Vince Culotta
<i>Second</i>	Yoland Lacan
<i>All in favor</i>	Motion

Old Business

FY25 County Funding Update

- \$1.150 County money based on room tax - we requested more, but the CoEx put in an additional \$200k for Local HoCo (or any local programs)
- Tricia asked what PayGo means:
 - Felix explained: PayGo - Pay as you Go - one time initiative, supplemental programs, extra money given out as grants
- Chuck: asking if we are back to where we where financially (Amanda: we are outpacing the projection for room tax)
- Amanda said she will have to check what the money was previously based on room tax
- Chuck: we're getting fully funded
- Tricia to all new members: please don't be afraid to ask and be intimidated to reach out

MHAA Grant: Maryland Heritage Area Authority - received \$100k grant (this was the 3rd year we requested it)

Investment Account Update: Moved \$200 from the Money Market into bond positions since they are yielding more than traditional savings accounts - can move this money back when we need it.

New Busuiness

FY25 Proposed Budget (VOTE)

- County revenue is is an all-time high
- \$112k EDA grant
- \$150k Bond bill money - to spend on Welcome Center renovation
- Swticed IT to county so significant savings on IT
- Budget cuts in marketing - SEO, Google Ads
- No cuts in marketing or salaries
- Yolande: \$250k +\$112k = \$362k - for renovation - which line on the list matches? Do we have a budget for this? Do we have a contingency plan? Amanda - Do not anticipate going over budget this year.
- Chuck - we can ask the State for more money next year.

<i>Motion to approve FY25 Budget as presented</i>	Phillip Dodge
<i>Second</i>	Margaret Barry
<i>All in favor</i>	Motion passed

Annual Meeting Breifing & VOTE to accept Annual Meeting (Sept. 20) as a regular board meeting

- Annual Meeting counts as a Board Meeting.
- AM at Elkridge Furnace Inn
- Tricia: are there opportunities for smaller businesses to be sponsors (money wise)

<i>Motion to accept Annual Meeting as regular board meeting</i>	Steve Carne
<i>Second</i>	Mae Beale
<i>All in favor</i>	Motion passed

Staff Updates

- Executive Director
- Visitor Services
 - Yolande asked about the timeline for the renovation
- Group Sales
- Marketing Content & Communications

Task Force Updates

- Review of Task Force Assignments
- Community Relations Plan
- Ambassador Program
- Welcome Center Renovation
- Employee Wellness Program & Inclusivity Statement
- Executive Committee

Next Board Meeting(s)

- Friday, September 20, 11:30 AM - 1:30 PM at the Elkridge Furnace Inn
- Tuesday, November 13, 8:30 - 10:00 AM, Location TBD
- Tuesday, January 28, 2025, 8:30 - 10:00 AM , Location TBD
- Tuesday, March 25, 2025, 8:30 - 10:00 AM , Location TBD
- Tuesday, May 27, 2025, 8:30 - 10:00 AM , Location TBD

Adjourned: 10:12 am

GROUP PHOTO taken outside