Call to Order/Roll Call


Welcome – Oliver Gray, Guinness Open Gate Brewery & Barrel House

Oliver Gray, Marketing Manager, Guinness Open Gate Brewery & Barrel House, welcomed everyone to the brewery and gave an overview of amenities, what’s to come, and a history of Guinness as an institution.

Meeting minutes approval

The board unanimously approved meeting minutes from the March 1, 2018 board meeting.

Board Member Comments/Highlights (not all inclusive)

Vira Safai – All is well in Montgomery County. The Comfort Inn Montgomery County is undergoing a million dollar renovation.

Judy Bixler- Things are good in Talbot County. There is a lot going on this summer-the Plein Air Festival is July 15-22. The Antique & Classic Boat Festival & The Arts at the Chesapeake Bay Maritime Museum is being held during Father's Day weekend, and is expected to see a great number of visitors to the area. St. Michael’s Brewfest was held June 2nd.

Dan Spedden- Dan provided insight into upcoming events on the horizon including the USA Cycling Amateur Road National Championships, coming to Washington County in July- first time in Maryland- with 1,200 athletes expected to participate. There is a welcome ceremony planned at Municipal Stadium. Continues to appeal for new stadium for Suns. Visitation continues around the C&O Canal National Historic Park, aqueduct restoration to the C&O Canal is continuing.

Donna Abbott- Ocean City has been very busy with the usual high school graduates this time of year. There are many upcoming events and they expect great visitor numbers. Donna gave an overview of advertising efforts and stated that they would be trying a new approach retiring ‘Rodney the Lifeguard’.

Cara Joyce- Urban Pirates is doing very well at both their Baltimore and National Harbor locations and is looking forward to an active summer.

Casey Jenkins-provided updates to the status of his Birdland Sports Bar and mentioned he would be embarking on a new venture which he would elaborate on at an upcoming meeting.

Matt Neitzey-Matt gave updates on continued growth of MGM as well as National Harbor overall. Visitors continue to come to the attractions and impact is felt among local businesses.
Delegate Pamela Beidle- Delegate Beidle discussed the success of post Labor Day school start and the positive impact it has had.

Candace Osunsade- Candace provided updates surrounding the National Aquarium, adding that visitation is robust and a new animal care and rescue center opened in May with a ribbon-cutting ceremony that hosted the Mayor and several other distinguished guests. The first-of-its-kind in the industry.

Erin McNaboe-. Visit Annapolis continues to launch new product. Erin provided a brief overview of new features added to their website.

Executive Directors Council and DMOs (brief summary – not all-inclusive)

Amy Rohrer-Amy discussed continued efforts to appeal for collection of sales tax and regulatory oversight of rental properties through various platforms. Highlighted discussions with legislators and advocacy strategies.

Deb Carter- Deb and her team is planning Buttonwood’s 45th birthday. Millennials want authentic experiences, which Buttonwood aims to provide that via a beach with boat ramp access, community green areas, walking trails around a pond, and glamping is all the rage.

Sandy Turner- Cecil County has been doing well as a popular wedding destination. We have come to be known for our beautiful scenery, and waterfronts among other resources that appeal to the event planner or bride. The Diamond In The Rough Triathlon will be held in Perryville July 7th, Fair Hill International is October 18-21.

Chairman’s Report

Rick gave an update on Six Flags stating that they hopeful that the rain will not affect visitation but so far they are off to a good start in the new season.

Executive Update

Liz provided a budget overview, and discussed the new ad campaign and gave a year in review via her presentation which included advertising efforts and highlights of accomplishments in TFA. The Year of Frederick Douglass and partnerships with DMOs to promote has been well-received. New byways videos were shown to the board with new ones being produced.

Staff updates:

Cynthia Miller- Cynthia highlighted efforts to build strategic partnerships within the industry.


Marci Ross-Marci gave a grants overview and updated everyone on timeline for DMOs to submit applications.

Brian Lawrence- New ad placement efforts to expand reach and new media buys in feeder markets to increase visitor numbers in Maryland. Brian provided an update on progress of the latest Destination Maryland Guide and changes to its layout.

Lucy-Lucy asked for images to be shared by DMOs for website inclusion. Lucy discussed WebDam and its features and expressed the desire to partner to share images and videos across regions.
Adjournment

There being no further business to come before the Board, upon a motion duly made, seconded and unanimously approved, the meeting was declared adjourned.