

**Talbot County Tourism Board
Meeting Minutes
Wednesday, December 14, 2016
8:30 a.m.**

215 Bay Street, Conference Room #1, Easton, MD 21601

I. Call to Order

Vice Chairperson Kimberly Weller called the meeting to order at 8:30 a.m.

Board Members Present: Angela Eade, Ian Fleming, Harold Klinger, Al Silverstein, Cassandra Vanhooser, Kimberly Weller

Board Members Absent: Judy Bixler, John Booth, Kelley Cox, Tracey Johns, Dolores Jones, Laura Price, Jeff Schneider

Recording Secretary: Candace Harris

Visitors: Samuel Shoge, Ryan Snow

II. Approval of Minutes

Minutes from the August, October and November meeting were not presented as we did not have a quorum. Minutes from the August, October, November and December meeting will be presented at the January meeting for discussion and vote. Co-Chairperson Kimberly Weller then stated that this meeting would be a discussion session.

III. New Business

Introduction of Department of Economic Development and Tourism Team: Ms. Vanhooser introduced Sam Shoge and Ryan Snow to the Board. Both Sam and Ryan then gave a brief description of their professional background.

2015 Calendar year numbers: Ms. Vanhooser passed out 2015 Calendar year numbers. The numbers are very good news for Talbot County. Revenue was \$201 million for 2015, up from \$191 million in 2014. Tourism is one of the major drivers on the Eastern Shore. Ms. Vanhooser passed out a letter to Liz Fitzsimmons from the Comptroller's Office that stated state numbers are up 5.8%.

List of Major Maryland Events:

- Washington Travel & Adventure Show, January 14-15
- American Bus Association, January 14-17
- Feb-BREW-ary
- Great American Outdoor Show, February 4-12
- Tourism Day in Annapolis, February 10 (tentative)
- IPW, Washington, D.C., June 3-7
- MACo, Ocean City, August 16-19
- Maryland Travel and Tourism Summit , Nov. 8-10

Accommodations Tax: Ms. Vanhooser visited with County Manager Andy Hollis about how to pursue an increase in the accommodations tax rate on behalf of the Tourism Board. Mr. Hollis said that the appropriate course of action is for the Tourism Board to write a letter requesting a work session to discuss raising the accommodations tax by 1%. Ms. Vanhooser will draft the letter.

IV. Town Reports

Representatives from each of the towns reported on news and events taking place in their jurisdictions.

V. Next Board Meeting

The next board meeting is scheduled on Wednesday, January 11, 2017, at 8:30 am.

X. Adjournment

Cassandra Vanhooser thanked everyone for coming to the meeting. The meeting adjourned at approximately 9 a.m.