



Maryland Tourism Development Board (MTDB) General Business Meeting

MINUTES

Thursday, June 10, 2021

10:30 AM – 12:00 PM

I. CHAIR WELCOME AND CALL MEETING TO ORDER

Judy Bixler, Board Chair, welcomed everyone, called the meeting to order and asked for the roll call to begin. Note: This meeting will be recorded live.

II. ROLL CALL

In attendance:

MARYLAND TOURISM DEVELOPMENT BOARD (MTDB):

Judy Bixler, Jen Solan (for Senator Katie Frye-Hester), Delegate Wendell Beitzel, Heather Braue, Ashley Chenault, Juan Carlos Linares, Dan Spedden, Al Spence, Cassandra Vanhooser

SPECIAL GUEST: Kelly M. Schulz, Secretary, Maryland Department of Commerce

MTDB EXECUTIVE COUNCIL: Kevin Atticks, Mary Presley, Cailey Locklair Tolle, Ruth Toomey, Ross Peddicord

DESTINATION MARKETING ORGANIZATION (DMO): Ashli Workman, Kristen Pironis, Dave Ziedelis, Becky Bickerton, Clint Sterling, Leslie Graves, George Cooley, Hilary Dailey, Jamie Williams, Jana Carter, Katie Clendaniel, Leslie Graves, Melonie Pursel, Clint Sterling, Barbara Sopato

COMMERCE: Tom Riford, Liz Fitzsimmons, Julia Bouie, Rich Gilbert, Brian Lawrence, Cynthia Miller, Marci Ross, Daesha Stark, Rianna Wan, Mei Collins, Marriner, Carrie Tomlinson (Miles Partnership)

III. APPROVAL OF MINUTES:

ACTION ITEM: The Chair called for a motion to approve the minutes of 4/15/21.

A motion was made by Dan Spedden and seconded by Ashley Chenault to approve the MTDB minutes of 4/15/21.
Hearing no request for additions or changes, the minutes were unanimously approved by the Board.

IV. BOARD CHAIR UPDATE

Judy Bixler, Board Chair, informed guests of a special guest attending our meeting today and also invited Board members to share updates in their respective industries.

Delegate Beitzel (Garrett/Allegany), Judy Bixler (Oxford Bellevue Ferry), Cassandra Vanhooser (DMO/Talbot County), Heather Braue (Royal Farms Arena), Ashley Chenault (DMO/Charles County), Juan Carlos (Tanger Outlets), Dan Spedden (DMO/Washington County) reported overall good news. Staffing and high visitation in parks and outdoors remain a concern. The Board also welcomed two new DMO members: Kristen Pironis (Annapolis/Anne Arundel) and Dave Ziedelis (Frederick).

Kelly Schulz, Secretary, Maryland Department of Commerce, our special guest let everyone know how happy she is to be invited and was encouraged by the industry reports from the Board. Secretary Schulz spoke about the grant relief efforts by Governor Hogan to small business and thanked the Board, Tom Riford and Liz Fitzsimmons for their very important work over the very long 15 months. The floor was opened for a Q & A session with the Secretary. The Board thanked Secretary Schulz for attending today and for her and Governor Hogan's time and efforts in support of the tourism industry in providing much needed grant assistance during the pandemic.

V. EXECUTIVE DIRECTOR REPORT

Assistant Secretary Remarks: Tom Riford, Assistant Secretary, Maryland Department of Commerce, conveyed how much he enjoyed seeing people again at Maryland Travel and Tourism Week. Assistant Secretary Riford also provided updates on the Commerce emergency relief grants, and the Maryland Partnership (MMP) activities.

Liz Fitzsimmons, Managing Director, Department of Commerce Office of Tourism and Film, stressed the importance of the Office of Tourism's strategic Mission and Vision statements in her report. These serve as guides for OTD's work, decisions, and marketing of Maryland as a destination.

- ❖ Vision Statement: Maryland leads the way as one of America's most exciting, diverse and welcoming destinations - creating memories and experiences for visitors worldwide to enjoy.
- ❖ Mission Statement: Maryland tourism stimulates and drives Maryland's thriving tourism economy, with a primary goal of creating a great place for all Marylanders to live, work and play.

Ms. Fitzsimmons revisited the Maryland Tourism Development Board composition and the four strategic pillars upon which OTD's work is based. Efforts are currently underway to fill existing vacancies.

MTDB Composition: (25 Members)

- ❖ Fourteen Members appointed by the Governor. Eleven appointed in consultation with the Secretary including three Destination Marketing Organization directors.
- ❖ Five members shall be appointed by the Senate President – two must be from the private sector and two must be members of the Senate.
- ❖ Five members shall be appointed by the House Speaker – two must be from the private sector and must be members of the House.

ACTION ITEM: *Ms. Fitsimmons requested members to forward the names of any persons to be considered to become a Board member candidate to Liz or the Governor's Appointment Office @ gov.appointments@maryland.gov.*

OTD Measurable Objectives

The Maryland Office of Tourism measures its programs against four strategic objectives:

• MARKET EXPANSION
• Regaining traction promotional pushes in Cleveland, Pittsburgh and New York metro
• LEVERAGING PARTNERSHIPS
• Working with private sector and county tourism offices on grants to generate overnight stays
• MAXIMIZING OPPORTUNITIES
• Third Annual International Underground Railroad Month
• TRANSACTIONABLE OUTCOMES
• Continuing to work on Deals and Discounts to drive cash register

FY 2022 Marketing Plan

The FY22 Marketing Plan was presented as follows:

- ❖ Open Campaign Continues, Brian Lawrence, OTD Advertising and Content
 - OTD is continuing work on “Open for All” with an emphasis on accessible travel and Google Integration.
- ❖ Open for Outreach, Cynthia Miller, Strategic Partnerships
 - Open for Partnerships, a campaign to develop and initiate partnerships with the Maryland Horse Industry, with Ancestry.com, Baltimore Orioles, and Maryland Public Television and others.
- ❖ Marci Ross, Tourism Development,
 - Most Powerful Storytelling Destination in the World
 - Underground Railroad Month (September 2021)
 - Tubman 200 (March – September 2022)
- ❖ Great Chesapeake Bay Loop
 - Chesapeake Bay Storytellers Initiative running from May – June
 - C&O Canal Experience and Scenic Byways

- Outdoor Collection: Maryland Fish and Hunt, Equestrian Travel Collection and Elevating the Outdoors: A Regional Approach to Growing Allegany and Garrett Counties (OREC).
- Trail Systems Second to None which has three phases: Water Trails Chesapeake Bay, Water Trails Statewide and Land Trails, (a publication is forthcoming).

ACTION ITEM: The Chair called for a motion to vote on the approval of the FY 22 Marketing Plan. A motion was made by Dan Spedden for a vote and seconded by Del. Beitzel on the approval of the Plan.
Hearing no request for additions or changes, the Plan was unanimously approved.

VII. CLOSING REMARKS

The Chair thanked everyone for promoting tourism and looking forward to great things happening. She thanked the OTD staff who helped make this meeting happen. The next General Business Board meeting will be held November 8, 2021, at the Maryland Tourism and Travel Summit at Maryland Live Casino.

MTDB Update Calls:

Thursday, September 16, 2021	1:00 – 2:00 PM
Thursday, October 7, 2021	1:00 – 2:00 PM

VIII. ADJOURNMENT

ACTION ITEM: The Chair called for a vote to adjourn. The motion to adjourn was made by Dan Spedden and seconded by Delegate Beitzel.
Hearing no objections, the meeting was adjourned at 12:00 noon.