



## **MARYLAND TOURISM DEVELOPMENT BOARD OF DIRECTORS MEETING MINUTES**

**June 15, 2023 | 11:30 a.m.- 2:00 pm**

Hilton Garden Inn Annapolis

305 Harry S. Truman Parkway Annapolis, MD 21401

\*Meetings are in person only\*

### **MEMBERS PRESENT**

Judy Bixler, Oxford Bellevue Ferry  
Ashley Chenault, Explore Charles County  
Rick Howarth, Levy Restaurant Group  
Juan Carlos Linares, Federal Realty  
Investment Trust  
Ben Seidel, Real Hospitality Group

Sandy Turner, Cecil County Tourism  
Cassandra Vanhooser, Talbot County  
Department of Economic Development and  
Tourism  
Shelonda Stokes, Downtown Partnership  
Tonya Fitzpatrick, Esq., World Footprints

### **MEMBERS ABSENT**

Aldolph Ebersberger, Insurance  
Casey Jenkins, Darker Than Blue  
Cara Joyce, Urban Pirates  
Heather Shaffer Braue, CFG Bank Arena

The Honorable Katie Fry-Hester, Senator  
Melonie Johnson, MGM National Harbor  
James Mathias, University of Eastern Shore  
-by phone

### **EXECUTIVE COUNCIL**

Amy Rohrer, Maryland Lodging Association  
Ruth Toomey, Maryland Tourism Coalition  
Rosanne Souza, Maryland Tourism Education Foundation

### **DESTINATION MARYLAND ORGANIZATIONS (DMO)**

Abigail Vitaliano, Baltimore County  
Dan Cook, Visit Annapolis & Anne Arundel County  
Dan Spedden, Visit Hagerstown  
Matt Scales, Visit Harford  
Shalyn Boulden, Kent County  
Theresa Pickett, Visit Howard County  
Trish Mcclean, Visit Baltimore

## **COMMERCE STAFF**

Tom Riford  
Liz Fitzsimmons  
Brian Lawrence  
Cynthia Miller  
Rianna Wan  
Marci Ross  
Lisa Hansen Terhune  
Greg Bird

### **I. CALL TO ORDER AND APPROVAL OF MINUTES**

- a.** With a Board quorum present, Chair Judy Bixler called the meeting to order at 10:30 a.m. with Board members and participants introductions. Liz Fitzsimmons had the pleasure of introducing the newest Board member, Tonya Fitzpatrick, CEO, World Footprints. Governor Moore announced her appointment in February of this year.
- b.** A motion was made by Cassandra Vanhooser to approve the minutes of 4/27/23 and was seconded by Shelonda Stokes . The minutes were unanimously approved.

### **III. BOARD CHAIR UPDATE: JUDY BIXLER**

- c.** Board Chair Judy Bixler announced that she has termed out and this is her last official meeting as Chair and member of this Board. Chair Bixler fondly remembered the many accomplishments over the years: steady budget increases, the Board's leadership during COVID and how we have been able to bounce back. She thanked everyone for their dedication to this industry. Liz Fitzsimmons acknowledged Chair Bixler for a job well done and presented a Maryland Department of Commerce Secretary Citation and Robert Morris Inn gift certificate to Chair Bixler. Chair Bixler informed the Board that a nominating Committee has been formed to elect a new Chair.

### **IV. EXECUTIVE DIRECTOR'S REPORT**

- d.** Liz Fitzsimmons, Managing Director, introduced Assistant Secretary, Marketing, Tourism, & the Arts and Executive Director, Maryland Marketing Partnership (MMP), & Marketing and Communications, Tom Riford. Assistant Secretary Riford informed the group of his transition out of Commerce; a restructuring of the department is also being handled by Commerce administration. Secretary Anderson sends his best wishes. Liz Fitzsimmons, Managing Director, Maryland Office of Tourism and Film (OTD) thanked him for his steadfast support of the Maryland Office of Tourism, its Board and staff.

Ms. Fitzsimmons presented the following:

There will be new members and there will be Orientation for them.

**The New members as of July 1, 2023:**

- The Honorable Melissa R. Wells, District 40, Baltimore City
- The Honorable Wayne A. Hartman, District 38C, Worcester and Wicomico
- LeVern McElveen, McCloud Transportation and Associates
- Dave Ferraro, Friends of Patapsco Valley State Park
- Gerardo Martinez, Wild Kid Acres, LLC
- Robert Arthur, The Ivy Hotel

Ms. Fitzsimmons presented the Marketing Plan for Fiscal Year 2024 with the following highlights:

**Competitors Prospecting in Our Region**

Increased funding for Maryland would assist with remaining competitive against others looking to increase overnight stays in their regions.

State	Marketing Budget 2023
Florida	\$54,456,106
West Virginia	\$23,467,111
Puerto Rico	\$17,600,000
South Carolina	\$14,052,826
Virginia	\$8,487,000
Maryland	\$11,450,000
Massachusetts	\$5,031,600
Delaware	\$1,000,000

## **MARYLAND TOURISM DEVELOPMENT BOARD BUDGET- FY 24**

<i>FISCAL YEAR 2024 MARKETING PLAN BUDGET &amp; EXPENSES</i>	<i>FY 2020</i>	<i>FY 2021</i>	<i>FY 2022</i>	<i>FY 2023</i>	<i>FY 2024</i>
<i>FISCAL YEAR ALLOWANCE</i>					
<i>MTDB Special Funds</i>	<i>\$275,000</i>	<i>\$158,800</i>	<i>\$158,800</i>	<i>\$158,800</i>	<i>\$300,000</i>
<i>MTDB Appropriation</i>	<i>\$10,200,000</i>	<i>\$10,660,000</i>	<i>\$10,660,000</i>	<i>\$12,400,000</i>	<i>\$12,400,000</i>
<i>EDA Funds (Federal Funds)</i>					<i>\$1,250,000</i>
<i>COMBINED TOTAL</i>	<i>\$10,475,000</i>	<i>\$10,818,800</i>	<i>\$10,818,800</i>	<i>\$12,558,800</i>	<i>\$13,950,000</i>
<i>DMO Grants - Tourism Promotion Act 2008</i>	<i>\$2,500,000</i>	<i>\$2,625,000</i>	<i>\$2,500,000</i>	<i>\$2,500,000</i>	<i>\$2,500,000</i>
<i>Funds available for Promotion and Fulfillment</i>	<i>\$7,975,000</i>	<i>\$8,193,800</i>	<i>\$8,318,800</i>	<i>\$10,058,800</i>	<b><i>\$11,450,000</i></b>

The Chair called for a motion to pass the marketing plan budget as presented. Shelonda Stokes made the motion to approve, which was seconded by Cassandra Vanhooser. The motion passed.

### **V. ADJOURNMENT**

Chair Judy Bixler requested a motion to adjourn. A motion to adjourn was made and seconded. The motion to adjourn passed.