

Howard County Tourism Council, Inc.
Board Meeting Minutes
9.20.2016

Attendance

Term Ends EOFY		First	Last	Present
	ex-officio	Parker	Jean	A
	ex-officio	Bates	Gail	A
	ex-officio	Cochran	Mary Catherine	A
	ex-officio	Guzzone	Guy	A
	ex-officio	Harden	Al	P
	ex-officio	Hasseltine	Terry	P
	ex-officio	Wilson	Diane	A
	ex-officio	Johnson	Kathy	A
	ex-officio	Richardson	Donna	A
2017 2019	Executive	Libber	Mike	P
2017	Executive	Mangione	Pete	A
2017	Executive	Mangus	Becky	P
2017 2019	voting	Mattis	Julia	P
2018	voting	Barnard	Valerie	A
2018 2017	voting	Kilby	Ellen	P
2018 2017	voting	Yetso	Brock	A
2018 2020	voting	Nicklas	Barbara	P
2018	voting	Karen	Besson	P
2018 2017	Executive	Balderson	David	P
2018 2017	voting	Baker	Matt	P
2018 2020	Executive	Chandler	Chuck	P
2018 2017	Executive	Clark	Martha	P
2018 2017	voting	Kelehan	Kevin	P
2018 2021	voting	Buscher	Tori	P
2018 2017	voting	Winer	Jay	A
2017 2019	Executive	Libber	Mike	P
2017	Executive	Mangione	Pete	A

~~8 of 16 voting/Executive needed for quorum.~~

7 of 15 voting/Executive needed for quorum.

*Corrections: Incorrect term end years corrected.

**Corrections: Karen Besson is not a voting member.

Minutes

- 8:40 Roll Call- 13 voting members present-Quorum achieved
- Update on Ellicott City office
 - We should be back by October 15
 - Thank you to the County for helping us get back in ASAP
 - Board invited to stay for a discussion after meeting about the future of Ellicott City-how can we work with EDA to make sure that we retain businesses in Ellicott City
 - Board invited to stay for a discussion after meeting about upcoming Welcome Center redesign
- Strategic Planning
 - Strategic planning session will happen in early November, with a plan to return in early December
 - January, we will break down the strategic plan and creating task forces to create business plans for the major points of the strategic plan
 - M. Baker encouraged all members to think outside the box and think forward for many years
 - K. Kelehan recommended that the MD Bar Association may be a great strategic partner in the EC efforts
- Election of Vice President
 - D. Balderson moves that the Board vote for C. Chandler for VP- T. Buscher second
 - Silent Ballot submitted
 - Unanimous vote for C. Chandler for Board VP
- July Meeting Minutes
 - **J. Winer moves to accept, K. Kelehan seconds- vote yes by board**
- YTD Financials
 - ED says budget is strong and on track
 - Question about former WC staff-have they been moved for other positions in the organization? They have not, the former WC staff have been replaced by full time staff
 - **J. Winer moves to approve, B. Mangus second**
 - **Vote: All in Favor**
- FY-17 Budget
 - K. Kelehan- noticed a decrease in tour revenue, but we cannot guess when we will be able to get the business back in
 - B. Nicklas-What tournament customers are we going after this year- ED- explains about the DOS expanding our relationships with the tournament operators
 - M. Baker- What measures are we using to identify how well our sales missions and marketing efforts are working?
 - Looks at room nights
 - Evaluates leads
 - Works with large group attendees
 - Estimates economic impact for specific events using a specific impact calculator
 - Marketing efforts are tracked through our PR contactor team-they track the impact on how many earned media hits we can get
 - What are we doing to measure people's interactions with our digital ads?
 - Google analytics and SEO marketing track those for us
 - Adara-tracks our visitors through clicks and ads
 - Suggested sharing this with the partnership through a seminar
 - T. Hasseltine & B. Mangus suggest that large numbers for web impressions on sports events shows the value of tournaments to Howard County

- M. Baker: how can we place value on the hits on the website
 - S. Kurtanich-our Google analytics can track purchase conversions
 - ED- could we get better information on where people go after our website?
- A. Hof-in the coming year we will be offering educational opportunities for partners and non partners on a variety of Tourism topics (analytics, how to get a travel writer to your property)
- B. Nicklas-is ED starting Leadership Howard County next year-Yes
- **Motion to approve budget-B. Nicklas-Second by M. Libber**
 - **Vote: All in favor**
- Updates from Staff
 - A. Hof
 - Annual Meeting, new awards: Partner of the year/Tourism Ambassador of the year
 - 103 tickets sold now, goal of 160
 - B. Mangus-What time is the program? 6:30
 - ED-Bylaws say that the Annual Meeting has to happen in September-T. Hasseltine-moves to change that bylaw
 - Discussion will come in the next few months about updating the bylaws
 - Partnership
 - Dues structure has changed to be more accessible to more local businesses-change came in July- now partnership is \$50
 - Partners received invoices for this year in late July via email-and then a hard copy mailing came out in August
 - Late notices were sent out in early September
 - 116 of 173 billed partners have renewed
 - Ellicott City Main Street (approx 30 partners) had dues waived for this year
 - Invitations to the Annual Meeting went out to the Ellicott City partners
 - B. Mangus-what are we doing to get new businesses? A. Hof, after the Annual Meeting a campaign will start to get more partners on board-asked Board to send any leads they may have
 - ED complimented A. Hof on efforts despite the flood & displacement
 - A. Hof confident that the goal will be reached
 - S. Kurtanich
 - She has been attending coordinated marketing meetings with County agencies and local businesses
 - HCTP marketing efforts are focused on fall events & Harvest Guide
 - Happy note-marketing impressions have already surpassed last year
 - Attended MATPRA to network and engage with travel writers-lots of great contacts made
 - ED-did you see any trends? Outdoors & food
 - M. Baker recommended seasonal stories and sample itineraries for visitors
 - M. Clark-What are we doing about Money Magazine #1 raking?
 - S. Kurtanich-we will be touting this as much as we can
 - S. Slater
 - Itinerary will be sent out as soon as it's finalized
 - Attended ASAE expo in August-lots of association planners and corporate business prospects
 - American Psychological Association coming to tour our space to move meetings from Annapolis to Howard County
 - Helms Briscoe planners from MD, DC & VA contacted
 - Attended Connect Sports in Dallas

- Great appointments with lots of respect for Rec & Parks and lots of people know the product we have and want to be here
- Met with A. Harden and team about promoting upcoming events/tournaments already booked on the Rec & Parks fields
- How can we measure how well we can impact? We want to tag a coupon/promotion for guests so we can track impact
- Goal is to create excitement and get support to build/have a bigger facility/more variety
- CA is a great resource for space and services
- M. Baker-Do outside companies get any time on County fields? M. Libber-Rec & Parks has made better relationships and access over the last few years. Current problem is with Board of Ed-they have field access, but they are unwilling to cut the grass to regulation height--Elite Tournaments has lost some major teams because of this
 - M. Libber- if we had a big outdoor space, it would be booked every week
 - M. Baker-Could a public private partnership benefit many businesses beyond tournaments
 - M. Libber-71% of parents said they are investing in their kids (specifically sports) over their own retirement plans
 - C. Chandler-Please bring any data about spending & impact to the strategic planning retreat
 - T. Hasseltine-some studies have been done for MD sports facilities- how can strategic alliances make this easier
 - \$176.6 M direct spending in FY-16 from sports market in MD
 - Everyone around us is building something significant-and if we don't keep up and get out in front of things, we will fall behind and lose business
 - We are building a brand for Howard County, and we need to be able to meet market expectations
 - M. Libber
 - A strategic partnership could be great between Howard County and Anne Arundel County to benefit both
 - T. Hasseltine-2 olympians from Howard County-MD would have been the #6 medal winner of the 2016 olympics--important PR point
- TIF housing plan in Downtown Columbia:
 - Low income housing would come with this
 - Phase 3 will have a full service hotel-impact our industry in the long term
 - County Council
- M. Clark-we could possibly have a flood tour of Ellicott City-wants to capitalize on the attention that we have gained
 - B. Nicklas-agree with this focus, want to
 - E. Kilby- will there be a big opening of Ellicott City? Or is it going to be a small trickle?
 - How can we get our ideas to the best people to execute them/
- E. Kilby-will someone be representing Howard County at American Bus Association? S. Slater
- **Motion to Adjourn-K. Kelehan/B. Mangus**