

Tourism Advisory Board Meeting
Thursday, October 27, 2016 (9:30 a.m. – 11:00 a.m.)
Large Conference Room
Dover, Delaware
MINUTES

Attendance:

Megan McGlinchey

Matt Robinson (by phone)

Sarah Willoughby (Wilmington CVB)

Linda Parkowski (DTO Director)

Alexis Walters (DTO)

Michael Rasmussen

Scott Thomas (Southern Delaware CVB)

Wendy Vestfall (Kent County CVB)

Janet Wallace-Himmler (DTO)

The meeting of the Tourism Advisory Board was called to order by Chairwoman Megan McGlinchey at 9:30 a.m.

Approval of Minutes

The minutes from the meeting of April, 2016 were reviewed and but could not be approved since we did not have quorum.

Delaware Tourism Office Overview

DTO provided highlights of accomplishments from April 1 to September 30:

- Generated \$900,000 in media coverage and produced press releases, media advisories, eNewsletters and eBlast; Director spoke at 3 events
- 2017 Brand Ad Campaign – trying out March – May, Philadelphia and Washington DC- Online in Maryland
 - Print to include Travel and leisure, Good Housekeeping, Oprah and Southern Living
 - 2016 Branding is currently tied for first place as most successful campaign
 - The idea of joining efforts/money to pay for Trip Advisor was discussed- follow-up needed.
- Sussex Wayfinding signage – Scott reported that they have about \$27k so far but need 50K to go to contract.
- Group Tour participated in 2 tradeshows, promoted to 1,842 tour planners, distributed over 4k welcome gifts and conducted 38 site visits.
- DTO will attend 3 consumer trade shows and will partner with the CVBs-NY Times Travel Show, DC Adventure Show and the Philadelphia Travel Show as well as ABA and NASC
- Beer, Wine and Spirits Trail re-launch- May 3, 2016
- DE Turf Press Event- May 12, 2016
- DSC was involved in 2 trade shows and 17 different events- and has generated over \$50M EEI since 2009
- DTO has sponsorships for Firefly Volleyball courts, the Umbrellas for Wilmington Beer Garden, Delaware Brew Bus, the DE State Parks 65th anniversary and Slam Dunk to the Beach.

Looking ahead

- Developing smartphone app for BWST
- Continue work on new travel guide and FY17 Media plan
- Arrivalist

PAT Report and Budget

Group reviewed reports and numbers are good across the board. DTO has requested additional budget based on historical PAT income.

Other Business

None

Public Comment

None

Adjourn

Meeting adjourned at 10:19 a.m.