

Tourism Advisory Board Meeting
Thursday, April 27, 2017 (9:30 a.m. – 11:00 a.m.)
Large Conference Room
Dover, Delaware
MINUTES

Attendance:

TAB Members:

Megan McGlinchey (Riverfront Corp.)
Jennifer Zerby (Boardwalk Plaza Hotel)
Paul Kuhns (Arena's Deli)

Heath Gehrke (DRBA), by phone
Tricia Ratner (BHHS Gallo Realty)

Scott Thomas (Southern Delaware CVB)
Wendy Vestfall (Kent County CVB), by phone
Alexis Walters (DTO)

Sarah Willoughby (Wilmington CVB), by phone
Linda Parkowski (DTO Director)

Absent: Mike Rassmussen (Painted Stave Distilling) Matt Robinson (UD Sports Management)

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 October, 2016 were reviewed and were approved.

Delaware Tourism Office Overview

DTO provided highlights of accomplishments from October 1, 2016 to March 31, 2017:

- Generated \$3.8M in media coverage and produced press releases, media advisories, eNewsletters and eBlast; Director spoke at 5 events
- 2017 Branding launched- new commercials aired, print and digital ads published, Tripadvisor co-op provided.
 - Value of Tourism Press event was a success.
- Group Tour participated in 3 tradeshows.
- DTO attended 3 consumer trade shows -NY Times Travel Show, DC Adventure Show and the Philadelphia Travel Show as well as OMCA, ABA and NASC, for Group Tour.
- Additional Event Participation
 - Beer Marketing and Tourism Conference, Del Tech Social Media Conference, Delaware Day at the Jamestown/Yorktown American Revolution Museum in Virginia
- DE Turf Tour- October 5, 2016
- DSC was involved in 16 different events.

Looking ahead

- Partnerships with Parks, and Department of Agriculture
- Distribution of new travel guide and redesign of travel and transportation map
- Community Day/Ribbon Cutting at DE Turf
- Mobile Application launch

PAT Report and Budget

Group reviewed reports and numbers holding steady/a little better than last year. A general consensus is that the booking window seems shorter. The group is waiting to see how DE Turf will affect numbers, especially in Kent County.

The Budget reviewed was the proposed budget from Governor Markell.

Discussion on proposed budget cuts, tax increases and how the rental market has changed.

Other Business

None

Public Comment

None

Adjourn

Meeting adjourned at 10:34 a.m.