

**Tourism Advisory Board Meeting
Thursday, April 19, 2018 (9:30 a.m. – 11:00 p.m.)
99 Kings Highway, Dover, Delaware
MINUTES**

Attendance:

TAB Members:

Megan McGlinchey
Mike Rasmussen

Jennifer Zerby
Matt Robinson (by phone)

Others:

Scott Thomas (Southern Delaware CVB)
Alexis Walters (DTO)

Liz Keller (DTO Director)
Brud Reese (Public)

Absent: Heath Gehrke

Paul Kuhns

The meeting of the Tourism Advisory Board was called to order by Chairwoman Megan McGlinchey at 9:32 a.m.

Approval of Minutes

The minutes from the meeting of November, 2017 were reviewed and were approved.

Delaware Tourism Office Overview

DTO provided highlights of accomplishments from November 1, 2017 to March 30, 2018:

- Generated \$1.1M in media coverage and produced 3 press releases, 5 eNewsletters and the Director spoke at 2 events.
- DTO's travel guide won the Adrian Award.
- Marketing efforts have expanded to include digital billboards in Baltimore and Philadelphia, TV commercials, Online, and Print Advertising.
- DTO attended 3 consumer trade shows and 3 group tour shows.
- BWST growth- DTO added 3 new locations, with 2 more on the horizon. Over 2,000 users currently.
- Winter Wonderfest 2017, sponsored Ice Rink, more than 60K visitors and 10K skaters.
- Additional accomplishments include a Craft Beverage Meeting with the Governor and Tourism Signage Taskforce meetings.

Looking ahead (May-October)

- Department of Agriculture Partnership
- National Travel and Tourism Week Celebration
- Philadelphia Craft Beer Festival
- Firefly Music Festival
- Spotlight on the Mid-Atlantic Pre-FAM
- Leipsic Oyster Festival

PAT Report

- The board reviewed the reports and agreed that the numbers continue to grow as an industry, and that overall the numbers are trending to be the same or better than last year. The group noticed that off-season times did better this year and that Delaware is beginning to look more like a year-round destination.

Other Business

- Matt Robinson asked about the expectations of the new Director of the Public Private Partnership and mentioned Oklahoma City's successful sports tourism efforts.
- Matt Robinson initiated a conversation about statistics on the number of tourist who become residents. The group discussed the slight decline in rental properties, as some are now making former rentals their permanent address. Additionally, there could be a decline in rentals, as more visitors are coming and staying with family/friends that have moved here.

Public Comment

- Brad Reese, Never Ending Marketing, shared with the Group the New Castle based Map Guides he is working on. The maps would be distributed in hotels and would highlight over 300 cultural attractions and 6 months of events.

Adjourn

Meeting adjourned at 10:29 a.m.