

MINUTES
for Board Approval
Kent Narrows Development Foundation
Board of Directors Meeting
May 22, 2018
Chesapeake Heritage and Visitors Center

Board Members Present

Jody Schulz, Chair
Joe Pomerantz, Vice Chair
Pat Worns, Secretary
Mike Harris, Treasurer
Jerry Dammeyer
Sheryl Jaros
Justin Kiernan
Sue Kamp
Walt Thompson

Board Members Absent with Notice

Michael Foster
Victoria Hoffman
Jason Ruth
Jason Tuel

Commissioner

James Moran

KNDF Staff

Gigi Windley, Executive Director

Queen Anne's County Staff Present

Steve Chandlee, Parks and Recreation
Ashley Chenault, Economic Development and Tourism
Nancy Scozzari, Parks and Recreation

Guests

Art Crofoot, Baytimes APG Media
Linda Friday, Queen Anne's County Chamber of Commerce
Marc Lacoste, Best Western Hotel

CALL TO ORDER

With a quorum of directors being in attendance, Chair Jody Schulz called to order the regular meeting of the Kent Narrows Development Foundation at 9:03 a.m.

ANNOUNCEMENTS

Linda Friday reported two upcoming Chamber-sponsored events: a Legislative Breakfast at 8 a.m. on April 19 at Rams Head in Stevensville, and a Golf Tournament at Queenstown Landing on May 4.

PUBLIC COMMENT

None

RESOLUTION

Minutes

The Board unanimously approved the Minutes from April 24, 2018, regular meeting.

FINANCIAL REPORT

Mike Harris reported the following: The balance in the Queenstown Bank as of 4/30/2108 was \$44,402.59 According to the most recent statement provided by the County, the KNDF fund balance as of 4/19/18 is \$170,248. The Chesapeake Charities account has \$9876.41.

REPORTS

Tourism

Drink Maryland

The Drink Maryland festival will be on Saturday, June 16 in Centreville. It begins at 12:00. The event is free, but it cost \$20.00 per person for a tasting pass.

Parks and Recreation

Nancy Scozzari reported that the rangers have been hired for the season. She will work with Gigi to make sure they have access to visitor information. The administrative work for the Channel dredging project is moving forward. Jody asked about timing. Nancy said that it would not be dredged this year and there are no firm dates set for when the project might begin.

Director's Report

NEW DEVELOPMENTS

BRIDGE DEDICATED

On Friday, May 18th, Governor Hogan dedicated the US 50 Bridge over the Kent Narrows to former Maryland Speaker of the House of Delegates, R. Clayton Mitchell, Jr. The Governor was joined by Comptroller Peter Franc hot, Maryland State Treasurer Nancy Kopp, Maryland Department of Transportation Deputy Secretary Jim Ports. The ceremony was arranged by the State Highway Administration. The KNDF provided historic and location information to the SHA in preparation for the event.

EFFORTS TO IMPROVE WVC

Phragmites at the corner of Kent Narrows Way North and Rt. 18 were cut down. The Foundation payed \$375 to have this done as it was a hazard that needed immediate attention.

Commuter Parking Lot Update

Both abandon vehicles were removed from the lot.

PRODUCT DEVELOPMENT

Maritime Heritage Project

Graphics for the portable display featuring the Watermen's Heritage Trail have and the display was ordered. The videos are almost complete. The producer is spending the rest of this week wrapping up the project. He is going to try to add in the recently shot drone footage and has asked Mary Margaret and Jack Broderick back to get some additional shots now that things have greened up.

The banner program letter and forms have been developed. The project has been tentatively approved through the Zoning office and we will just need to let them know the exact locations of where we plan to hang them. They are attached for your review. I plan to place the final order the first week in June.

PROMOTION/OUTREACH

The window display window for I-95 Rest Area is being printed and will be installed the first week in June. We will have the window for three months along with a glass display case inside of the Center. The production cost is \$560 and the design cost will be under \$200.

Official DMO Travel Media Placement for 2018-19

The Maryland Office of Tourism will begin accepting ad renewals for the 2019 Destination Maryland Visitor Guide. Miles Publishing will once again be selling the ad space. Industry research shows that 75% of visitors use official destination marketing organization's visitors guides in planning and inspiring their trips. The pricing will not increase this year so all current ad spaces may be held at previous/2018 rate. Last year we purchased ad space and split the cost with the County in this publication and with the Brand USA publication. We will have to make a decision on what we want to do for the coming year by August of 2018. The County has not yet released their schedule for reprinting their travel guide.

Brochures/Maps

I would like to order another 5000 Watermen's Heritage Trail Brochures at a cost of \$680.00. We have made some minor changes in the design and working to make the piece more user friendly. I'd like to go ahead and have these printed since we are almost out. This was an extremely popular piece. The overruns of the 8 ½ by 11 insert into the QAC Travel guide have also been popular. We have 15,600 were shipped and we have about 4,000 left. They will need to be update and printed at the latest by December of 2018. I have located another supplier for the cartoon map and am getting a price on the cost to produce such a map.

Boat Show Promotion

The Kent Narrows Foundation was represented in the Queen Anne's County booth at the Kent Island Boat Show on Saturday, April 28. The show will be running from April 27 – 29 and was open to the public. Our literature was made available through the duration of the show.

Boat Parade Event

Fishergate put forth four proposed designs and brand names for the boat parade. The committee is currently reviewing and will meet on June 8th to pin down the date. A survey has been drafted on survey monkey related to the date choice. Please submit e-mails of those whom you think should be included in the survey by Thursday.

Website

The KentNarrowsMd.com website was refreshed from a functionality and design perspective.

301 National Tourism Week Event

The Kent Narrows Foundation set up a and staffed a table at the 301 Visitor's Center on Thursday, May 10. The effort supported the center's annual open house in celebration of National Tourism Week.

RESOLUTION

Pat Worns made a motion to establish a budget of up to \$1000 for the project. Sheryl Jaros seconded. The motion passed unanimously.

Jody reported that meetings were held with representatives from the new Four Seasons Development. The KNDF will supply information for their visitor center. Gigi reported that she also provided Kent Narrows Brochures for the new Bay Cove Development.

Victoria suggested that the Foundation follow up with the cartoon map project. The supplier that was originally going to make the map has not been responsive. He will be contacted one more time. If there is no response, Gigi will find another supplier. She also suggested that the Board revive the discussion on creating a KNDF signature event. The Taste of Kent Narrows could be resurrected in a different way.

Walt Thompson suggested that the phragmites at the intersection of Kent Narrows Way North and Rt. 18 be cut beyond the Best Western Property about 50 yards to the corner. This will improve visibility of oncoming traffic at that intersection.

ADJOURNMENT

Pat Worns moved to adjourn the meeting and the motion was approved unanimously.

The meeting was adjourned at 10:45 a.m.

The next meeting of the Foundation is scheduled for 9 a.m. Tuesday, June 24, 2018 at the Chesapeake Heritage and Visitor Center.

Respectfully submitted,
Georgeanna (Gigi) Windley, Executive Director
Kent Narrows Development Foundation

Certification

I hereby certify that these are a true and correct copy of the Minutes that were adopted by the Directors of this Foundation on _____, 2018.

Patricia P. Worns, KNDF Secretary

Date