

**Maryland Tourism Development Board Business Meeting Minutes**  
**Wednesday, November 8, 2017 10:00 a.m.**  
**7777 Baltimore Avenue**  
**College Park, MD 20740**

**Call to Order/Roll Call**

MTDB: Donna Abbott, Delegate Wendell Beitzel, Judy Bixler, Cara Joyce, Rick Howarth, Matt Neitzey, Vira Safai, Dan Spedden, Casey Jenkins, Erin McNaboe MDMO: Anthony Cordo, Greg Pizzutto, Kelly Groff EDC: Kevin Atticks COMMERCE: Diana Chen, Lucy Chittenden, Liz Fitzsimmons, Rich Gilbert, Chanda Miller, Cynthia Miller, Marci Ross, Greg Bird

**Welcome – Marian Hrab, Director of Sales and Marketing – The Hotel at the University of Maryland**

Marian Hrab welcomed the board to the newly opened hotel and gave an overview of its amenities and offered the group a tour.

**Board Member Comments/Highlights (not all inclusive)**

Donna Abbott – Montgomery County is doing well. The Comfort Inn Montgomery County has undergone a million dollar renovation. They are the first property to be a part of the Pace program

Judy Bixler- Judy gave an update on events happening in and around Talbot County. A big summer is planned. Plein Air is coming to town. 335<sup>th</sup> anniversary celebrations will be in order.

Dan Spedden- Greenbrier State Park celebrated its 50 year anniversary. Hagerstown will be site of USA cycling in 2018.

Donna Abbott- Ocean City is busy this time of year, and preparations for multiple events are being made. Maryland flags will be placed along the boardwalk.

Cara Joyce- Cara provided an update on Urban Pirates to the board. 10 year anniversary was celebrated April 1<sup>st</sup>.

**Executive Directors Council and DMOs (brief summary – not all-inclusive)**

Kelly Groff –Kelly discussed Visit Montgomery’s involvement in IPW 2017.

Kevin Atticks – On behalf of Wini Roche, Kevin provide Maryland Tourism Coalition’s report and provided an update on breweries, wineries, and distilleries in the state and discussed Reform on Tap Commission meetings being held every other week for four months which Liz will also be attending. The Distillers Guild hosted a distilleries conference. Kevin thanked OTD for collaboration on baseball & brews tour launch. Brewers Association of Maryland and OTD to create a score card.

**Chairman’s Report**

Rick discussed SB 0087 and gave an update on Six Flags and a glimpse into the upcoming season including the unveiling of the new Wonder Woman attraction.

### **Executive Update**

Liz mentioned to the longer summer campaign and its success and announced to the board the new agency of record – Marriner, whose team is comprised of familiar faces, David Melnick and Courtney Brody. Agency representatives Tiye Merkert, David Melnick and Carla Rizvi attended the board meeting.

Liz gave a budget overview, and a year in review which included marketing and advertising efforts, media buys, tourism tax revenues and the overall state of tourism. Liz mentioned OTD's planned dinner for Korean business leaders and tour operators with host First Lady, Yumi Hogan planned for June 5<sup>th</sup>.

### **Staff updates:**

Cynthia Miller- Cynthia provided an overview of the upcoming IPW 2017 events to take place at National Harbor in June.

Rich Gilbert- Rich gave an update on IPW 2017, there are over 180 appointments to be held at the trade show booth plus all of the other activities.

Marci Ross- Marci gave an update of activities the Tourism Development Unit has been involved in along with the status of the grants process.

Lucy-The website has new content and Lucy encouraged everyone to use the website as a source of information and for sharing and obtaining images.

### **Adjournment**

There being no further business to come before the Board, upon a motion duly made, seconded and unanimously approved, the meeting was declared adjourned.

Minutes were approved as corrected 9/27/17.