

St. Michaels Tourism Board

Public Meeting Minutes

July 14, 2009

Present:

Chairman Jon Mason, Vice Chairman Bonnie Booth, Ilene Morgan, Debbie Dodson, Advisor, Talbot County Office of Tourism, Rosemary Fasolo, Helen Van Fleet, Angela Eade-Spence, Administrative Clerk Sabrenia Yohn, and Aida Leisure of DBS Jewelers. Member Stuart Parnes was absent.

Call to Order:

Chairman Mason called to order the meeting of the St. Michaels Tourism Board at 8:35 a.m. in the meeting room of the Edgar M. Bosley, Jr. Municipal Building (Town Office), 300 Mill Street.

Approval of Minutes:

Member Rosemary Fasolo made a motion to approve the minutes of the July 1, 2009 meeting. Member Bonnie Booth seconded the motion which passed on a vote of 6-0 in favor.

Annual Reports due to the Commissioners and Advertising Update:

Debbi Dodson distributed a revised Marketing Plan to the members. Chairman Mason suggested that everyone review the plan and send final comments to Ms. Dodson via email. Ms. Dodson then reviewed the changes made to the draft plan as discussed at the July 1, 2009 meeting and reported on advertising costs for 2010. Ms. Dodson said there was an opportunity to buy into an advertising program with Philadelphia Magazine the costs of which would be split between the St. Michaels Tourism Board, the Talbot County Office of Tourism and funds received from the Town. She also noted that Chesapeake Bay Magazine had a special offer available of \$1,200.00 for a half page of advertising.

Ms. Dodson asked that the Board members send their final comments on the marketing plan to her by July 18, 2009. Member Rosemary Fasolo made a motion to accept all advertising insertions up to and including December 2009. Member Bonnie Booth seconded the motion which passed on a vote of 6-0 in favor. Ms. Dodson noted that Unique URLs would be on all ads for tracking purposes.

Old Business:

- **Passport Program Update** - Member Angela Eade-Spence opened the discussion of the Passport Program and provided sample holders for the passport cards and a sample "poster" of events that could also be used by the businesses. Ms. Eade-Spence said that this would be a temporary solution to use up some of the existing passport cards. Aida Leisure of DBS Jewelers then presented a mock up of an idea for a St. Michaels passport booklet, which would be a booklet of savings coupons that could be torn out and this "new" program would start in approximately September, 2009. The members discussed how the new program will work and the associated costs. Member Bonnie Booth made a motion for the Tourism Board to fund the current program through the summer and fall of 2009 for \$1,000.00 to reprint the current passport cards and a header card for distribution to the businesses. Member Ilene Morgan seconded the motion which passed on a vote of 5-0 in favor, with Rosemary Fasolo abstaining.
- **Crosswalk Brochure/Rack Card** - Members Ilene Morgan and Helen Van Fleet opened a discussion regarding ideas for getting pedestrians to use crosswalks. Ms. Van Fleet suggested

flyers that she has used in the past for businesses to give to their customers encouraging them to use the cross walks.

- **Vacant Shops Update** – Member Ilene Morgan opened a discussion and thanked Rosemary Fasolo for producing ads that are now in place in vacant shop windows on Talbot Street. She also suggested that Ms. Fasolo be reimbursed for these advertisements. Ms. Fasolo said the cost of producing the ads was approximately \$100.00 and that she would submit a bill for approval at the next meeting. Ms. Morgan also noted that “Rings and Things” was expanding into the old Candleberry Shop.
- **Branding and Campaign Ads Update** – The members agreed to remove this topic from future agendas as there was no further discussion necessary.
- **Banner Proposal/Signage Meeting** - Member Ilene Morgan read an e-mail from Member Stuart Parnes concerning issues with the 4th of July over-the-street banner. Apparently, the banner came down during a storm because it had no wind slits and was suspended with clothes line wire. There was also a discussion regarding Mr. Parnes’ banner proposal that needs to be submitted to the Commissioners which includes criteria for banner approval. Ms. Yohn noted that this matter is tentatively on the Commissioners’ schedule for August 12, 2009. She will contact Mr. Parnes and obtain the final proposal and forward it to the Commissioners.

New Business:

Approval of Invoices from Pixel Post - Chairman Mason said invoices from Pixel Post dated June, 2009 had been approved in last year's budget.

Comments from the Public:

There were no comments.

Comments from the Tourism Board:

- Member Morgan said she was removing herself from the Passport Committee, and turning the project over to the Angela Eade-Spence.
- Debbi Dodson advised that the Talbot County Council is opposed to Billboards so that the project to obtain billboard space has fallen through.
- Member Fasolo said she needed help in writing an RFP (Request for Proposal) for a photographer. Member Booth said the Stuart Parnes may have past experience that would be helpful, and Ms. Dodson said she might be able to provide a sample.
- Chairman Mason thanked Ms. Dodson for the draft reports to the Commissioners.


Announcement of Next Meeting:

Chairman Mason announced that the next meeting of the Tourism Board would be on August 11, 2009 at 8:30 a.m. Chairman Mason noted that the Board would vote on the banner proposal at that meeting, but the proposal will be sent to the Commissioners ahead of time in anticipation of their meeting on August 12, 2009.

Adjournment:

Chairman Mason made the motion to adjourn the meeting. Member Booth seconded the motion which passed on a vote of 6-0 in favor at 9:55 a.m.

Submitted by:


Sabrenia L. Yohn, Administrative Clerk

Date:

8/11/09