



MARYLAND TOURISM DEVELOPMENT BOARD OF DIRECTORS MEETING MINUTES

June 15, 2023 | 11:30 a.m.- 2:00 pm

Hilton Garden Inn Annapolis

305 Harry S. Truman Parkway Annapolis, MD 21401

Meetings are in person only

MEMBERS PRESENT

Judy Bixler, Oxford Bellevue Ferry
Ashley Chenault, Explore Charles County
Rick Howarth, Levy Restaurant Group
Juan Carlos Linares, Federal Realty
Investment Trust
Ben Seidel, Real Hospitality Group

Sandy Turner, Cecil County Tourism
Cassandra Vanhooser, Talbot County
Department of Economic Development and
Tourism
Shelonda Stokes, Downtown Partnership
Tonya Fitzpatrick, Esq., World Footprints

MEMBERS ABSENT

Aldolph Ebersberger, Insurance
Casey Jenkins, Darker Than Blue
Cara Joyce, Urban Pirates
Heather Shaffer Braue, CFG Bank Arena

The Honorable Katie Fry-Hester, Senator
Melonie Johnson, MGM National Harbor
James Mathias, University of Eastern Shore
-by phone

EXECUTIVE COUNCIL

Amy Rohrer, Maryland Lodging Association
Ruth Toomey, Maryland Tourism Coalition
Rosanne Souza, Maryland Tourism Education Foundation

DESTINATION MARYLAND ORGANIZATIONS (DMO)

Abigail Vitaliano, Baltimore County
Dan Cook, Visit Annapolis & Anne Arundel County
Dan Spedden, Visit Hagerstown
Matt Scales, Visit Harford
Shalyn Boulden, Kent County
Theresa Pickett, Visit Howard County
Trish McClean, Visit Baltimore

COMMERCE STAFF

Tom Riford
Liz Fitzsimmons
Brian Lawrence
Cynthia Miller
Rianna Wan
Marci Ross
Lisa Hansen Terhune
Greg Bird

I. CALL TO ORDER AND APPROVAL OF MINUTES

- a.** With a Board quorum present, Chair Judy Bixler called the meeting to order at 10:30 a.m. with Board members and participants introductions. Liz Fitzsimmons had the pleasure of introducing the newest Board member, Tonya Fitzpatrick, CEO, World Footprints. Governor Moore announced her appointment in February of this year.
- b.** A motion was made by Cassandra Vanhooser to approve the minutes of 4/27/23 and was seconded by Shelonda Stokes . The minutes were unanimously approved.

III. BOARD CHAIR UPDATE: JUDY BIXLER

- c.** Board Chair Judy Bixler announced that she has termed out and this is her last official meeting as Chair and member of this Board. Chair Bixler fondly remembered the many accomplishments over the years: steady budget increases, the Board's leadership during COVID and how we have been able to bounce back. She thanked everyone for their dedication to this industry. Liz Fitzsimmons acknowledged Chair Bixler for a job well done and presented a Maryland Department of Commerce Secretary Citation and Robert Morris Inn gift certificate to Chair Bixler. Chair Bixler informed the Board that a nominating Committee has been formed to elect a new Chair.

IV. EXECUTIVE DIRECTOR'S REPORT

- d.** Liz Fitzsimmons, Managing Director, introduced Assistant Secretary, Marketing, Tourism, & the Arts and Executive Director, Maryland Marketing Partnership (MMP), & Marketing and Communications, Tom Riford. Assistant Secretary Riford informed the group of his transition out of Commerce; a restructuring of the department is also being handled by Commerce administration. Secretary Anderson sends his best wishes. Liz Fitzsimmons, Managing Director, Maryland Office of Tourism and Film (OTD) thanked him for his steadfast support of the Maryland Office of Tourism, its Board and staff.

Ms. Fitzsimmons presented the following:

There will be new members and there will be Orientation for them.

The New members as of July 1, 2023:

- The Honorable Melissa R. Wells, District 40, Baltimore City
- The Honorable Wayne A. Hartman, District 38C, Worcester and Wicomico
- LeVern McElveen, McCloud Transportation and Associates
- Dave Ferraro, Friends of Patapsco Valley State Park
- Gerardo Martinez, Wild Kid Acres, LLC
- Robert Arthur, The Ivy Hotel

Ms. Fitzsimmons presented the Marketing Plan for Fiscal Year 2024 with the following highlights:

Competitors Prospecting in Our Region

Increased funding for Maryland would assist with remaining competitive against others looking to increase overnight stays in their regions.

State	Marketing Budget 2023
Florida	\$54,456,106
West Virginia	\$23,467,111
Puerto Rico	\$17,600,000
South Carolina	\$14,052,826
Virginia	\$8,487,000
Maryland	\$11,450,000
Massachusetts	\$5,031,600
Delaware	\$1,000,000

MARYLAND TOURISM DEVELOPMENT BOARD BUDGET- FY 24

<i>FISCAL YEAR 2024 MARKETING PLAN BUDGET & EXPENSES</i>	<i>FY 2020</i>	<i>FY 2021</i>	<i>FY 2022</i>	<i>FY 2023</i>	<i>FY 2024</i>
<i>FISCAL YEAR ALLOWANCE</i>					
<i>MTDB Special Funds</i>	\$275,000	\$158,800	\$158,800	\$158,800	\$300,000
<i>MTDB Appropriation</i>	\$10,200,000	\$10,660,000	\$10,660,000	\$12,400,000	\$12,400,000
<i>EDA Funds (Federal Funds)</i>					\$1,250,000
<i>COMBINED TOTAL</i>	\$10,475,000	\$10,818,800	\$10,818,800	\$12,558,800	\$13,950,000
<i>DMO Grants - Tourism Promotion Act 2008</i>	\$2,500,000	\$2,625,000	\$2,500,000	\$2,500,000	\$2,500,000
<i>Funds available for Promotion and Fulfillment</i>	\$7,975,000	\$8,193,800	\$8,318,800	\$10,058,800	\$11,450,000

The Chair called for a motion to pass the marketing plan budget as presented. Shelonda Stokes made the motion to approve, which was seconded by Cassandra Vanhooser. The motion passed.

V. ADJOURNMENT

Chair Judy Bixler requested a motion to adjourn. A motion to adjourn was made and seconded. The motion to adjourn passed.