



Economic & Tourism Development Commission

April 9, 2025

Commission Members Present: Paula Reeder, Judy Crow, Judy Gifford, David Bowman, and Sandy Scott.

Commission Members Absent: Charlie Athey and Dick Story.

Also in Attendance: Katie Abbott, Economic Development Manager, and Shalyn Boulden, Tourism Manager, Economic and Tourism Development.

At 3:08 p.m. Ms. Reeder called the meeting to order. Ms. Reeder requested a motion to approve the minutes of the March 12, 2025, meeting. On a motion by Mr. Bowman, seconded by Ms. Scott, the minutes of March 12, 2025, meeting were unanimously approved.

Ms. Reeder informed the Commission that Mr. Story had submitted his resignation citing health reasons. Ms. Reeder shared that Mr. Story has been, for many years, an inspirational and instrumental leader of the Economic and Tourism Development Commission (ETDC).

Ms. Reeder advised that the Nominating Committee of the ETDC will be conducting interviews to fill open positions and will present the Committee's recommendations at the next meeting.

Dan Mattson, Director of Public Works, shared the water and wastewater capacity within the County. He also gave an update on the Village of Kennedyville and the Millington Wastewater Treatment Plant Expansion projects.

Ms. Abbott gave the monthly staff report sharing that Ms. Williams is attending the National Main Street Conference in Philadelphia with Laurie Walter, Main Street Rock Hall. Ms. Boulden is working with a few key stakeholders to review Destination (Tourism) marketing. She will be holding a brainstorming session with Judy Crow, Andy Goddard, and Suzanne Einstein to discuss past, current and future efforts for destination marketing. The 2025 Upper Shore STRT1UP Roadhow, is next Tuesday, April 15, 2025.

The event is free to attend and starts at 2:30. The Ag Grant review committee has been reviewing and judging the 2025 applications. The Committee will be meeting on April 14, 2025, to review the scoring to determine the fund allocations for the selected grant recipients. Ms. Williams and Ms. Abbott will be attending the annual MEDA Conference April 27 through 29, 2025. Ms. Boulden and Ms. Osborn will be representing Kent County at the DSN (Delmarva Sports Network) Outdoors Expo at the Delaware State Fairgrounds in Harrington, DE April 25 and 26, 2025. The Kent County Visitor Guide has been updated and sent to the printer; the order is expected to be delivered before the end of April.

Ms. Osborn has completed the new Museums of Kent Driving Tour passport. Passports are currently being used for the Washington College Academy of Lifelong Learning (WC ALL) Spring Semester and will be used for the Museums of Kent driving tour on June 7 and 8, 2025. Each museum has its own unique, colorful stamp for participants to have their passport stamped. Moving forward, there will be discussions with the Museums of Kent board to allow businesses to advertise by way of an insert in the passport. Raven Bishop with Washington College Digital Scholarship Museum Partnership (DSMP) will be using the passports for a pop-up museum at a middle school in Severna Park tomorrow and Friday. The DSMP program has completed work with five of the current museums and is starting to work with Massey Air Museum this semester. The Passports were part of the MHAA (Maryland Heritage Area Authority) grant that was submitted in January by Ms. Osborn.

Discussion regarding the 2025 ETDC Priorities was tabled and will be added to the May agenda.

Ms. Boulden presented the Economic and Tourism Development (ETD) 2022 Strategic Plan Score Card for activities in calendar year 2024.

There being no further business, a motion was made by Ms. Scott seconded by Ms. Gifford, and carried unanimously to adjourn the meeting at 4:25 p.m. The Commission will reconvene on Wednesday, May 14, 2025, at 3:00 p.m. in the Commissioners' Hearing Room.

Respectfully Submitted,

Jamie L. Williams, CEcD
Director