

May 30, 2017

Present

Commissioners Roy Myers, Michaels Bibb, and William Boos, Town Manager Jean Weisman, Administrative Clerk Suzanna Warnick, and members of the Talbot County Economic Development Committee: Ryan Snow, Sam Shage, Tim Jones and Cassandra Van Hooser.

Call To Order

President Myers convened the special working session at 2:25 p.m. in the meeting room of the Edgar M. Bosley, Jr. Municipal Building, 300 Mill Street, St. Michaels, Maryland.

Discussion

The Commissioners and Committee members discussed the myriad of issues affecting the economy of the region, including tourism, traffic, local retail, lodging and food businesses, road and sidewalk improvements, workforce housing, opportunities for youth employment, etc.

The members then explored ways the County and area towns could work together to improve and promote regional vibrancy, including encouraging the streamlining of government rules and regulations and local zoning regulations, providing opportunities and encouragement for young people, and continuing to capitalize on the strengths and attributes of area destinations like St. Michaels. In response to a question concerning measurement of advertising and promotional effectiveness from Commissioner Boos, County Tourism Director Cassandra Van Hooser provided a highly detailed description of what factors drive print, internet and other media ads and promotions. Ms. Van Hooser emphasized that technology has made tracking of new media almost instantaneous, thus increasing flexibility and cost-effectiveness.

Adjournment

The meeting was adjourned at 3:58 p.m.

Respectfully submitted,

Suzanna Warnick
Administrative Clerk

Public Handouts:
St. Michaels Listening Session Results