

**NOTES FROM REHOBOTH BEACH-DEWEY BEACH CHAMBER OF COMMERCE
ACCOMMODATIONS TASK FORCE MEETING
MARCH 27, 2015 – 10:30 AM – HYATT PLACE DEWEY BEACH**

Present were: Carol Everhart, Meghan McCalley, Scott Thomas, Chris Berg, Diane Huebler, Barbara Brewer, Keith Martin, Rob Marshall, Marley Buonopane-Wade, Mary Beth Furjanic and Keith Martin. Accommodations Task Force chairman, Keith Martin, opened the meeting.

As part of the review of the Notes of the 2014 Accommodations Task Force meeting, there was discussion regarding the State tourism advertising results from 2014 and 2015. Carol reported that only two leads had been received as a result of the print advertising in the official State Travel Guide, at a cost of \$4,000 for the two-year run.

In addition, the 2014 Notes regarding production for “Wacky Winter Weekends” had been replaced with plans for a June 4, 2016 Blues and Brews Fest planned to include a Blue Angels flyover, local microbrew tap takeovers, a 5k run/walk and resort entertainment.

The Task Force reviewed the 2014 and 2015 Chamber statistics as distributed.

- It was agreed that Carol would create a draft letter for approval of the Chamber Board of Directors and address it to Linda Parkowski, Director of Tourism, advising her of the dissatisfaction of return on investment, in-State advertising, concerns regarding lower occupancy, as well as minimal leads for conventions and meeting groups. The correspondence should also ask what percentage of web presence and hits Sussex County receives on the State website.
- Carol was requested to check with both the Central and upper Delaware Chambers/CVB's as to the results from State advertising.
- Carol advised she would provide the response results for the advertising placed in 2014 and to date in 2015 by e-mail to ALL Accommodations Task Force members.

Scott Thomas provided a report on Southern Delaware activity, and in particular, the results from both the DC and Philadelphia Travel and Adventure Shows. Carol stated that the Chamber returned with over 600 viable leads from each of the shows and felt the presence of Delaware was first class and very well received.

The Accommodations Task Force co-chair, Rob Marshall, inquired about the upcoming staff vacancy that will exist at Southern Delaware, and Scott advised that no interviews have been held to date and that the issue would be on the Southern Delaware Tourism Board Agenda on April 14. Scott further advised that Jenna Beard's last day is scheduled for April 30, 2015.

Discussion continued regarding Southern Delaware Tourism representation. Rob Marshall stated that he did not know how long he and/or the current representative would be able to continue as the Chamber representatives on the Southern Delaware Board and asked if there was any interest among the accommodation representatives to serve. Barbara Brewer stated that she would be happy to serve as a Chamber representative on the Southern Delaware Board.

There being no further business, the meeting was adjourned.

Respectfully submitted,
Carol A. Everhart
President/CEO