



**TALBOT COUNTY GOVERNMENT**  
**DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM**  
215 Bay Street, Suite #5 | EASTON, MARYLAND 21601 | (P) 410-770-8058 (F) 410-770-8059

**Talbot County Economic Development Commission Meeting**  
**Minutes from April 5, 2018**

**Members Present:** Chairman, Al Silverstein, Vice Chairwoman, Jacqueline Wilson, Ron Engle, Ted Bautz, Scott Beatty, Peter Dunbar, Tim Jones, Mike Henry, Cassandra Vanhooser, Jean Weisman, Shannon Dill, Gerald O'Mara, Andrea Lev, Margaret Enloe, Andy Hollis, Walter Chase, Jennifer Williams,

**Department of Economic Development Staff Present:** Sam Shoge, Ryan Snow, Kathy Megahan

**Attendees:** Tracy Ward, Susie Hayward, Reza Jafari, Miguel Salinas, Mary Kay Verdery, Helga Einhorn, Scott Warner, Scotti Oliver

**Call to Order:** Al Silverstein called the meeting to order with a quorum at 8:03 a.m.

**Approval of Minutes:** Minutes from the March 1, 2018 meeting were presented. Mr. Chase moved that the minutes be accepted as written. Mr. Engle seconded the motion, which passed by a unanimous vote.

**Guest Speaker Series, Talbot County Department of Planning and Zoning:** Mary Kay Verdery, Planning Officer and Miguel Salinas, Assistant Planning Officer

Ms. Verdery and Mr. Salinas highlighted, in a PowerPoint presentation, the update to the Land Use Ordinance with project Next Step 190. Mr. Salinas's gave an overview of the public process with the following key points:

- Purposes of Code update
- Examples of Organization
- Improvements to the process
- Improvement to development standards
- New Village Districts.
- Village Zoning Recommendations
- Agriculture and Natural Resources
  - Direct farm marketing
  - Farm-based recreation
  - Farm Alcohol Production Facility
- On-Farm Restaurant
- Residential Uses



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- Short Term Rentals
- Commercial Uses
  - Restaurants, Bars and Nightclubs with no outdoor event areas
  - Restaurants, Bars and Nightclubs with outdoor event areas
  - Event Venue
- Accessory Uses
  - Poultry, Waterfowl and Game birds
- New IDAs
- Shoreline Development Buffer

#### **Economic Development Advertisement Campaign:** Sam Shoge

Mr. Shoge reported Economic Development partnered with Easton Airport and Tourism office to sponsor an advertisement in Site Selection Magazine, a national publication that gets distributed to about 45,000 subscribers. Site Selection Magazine focuses on Economic Development and is the perfect medium to advertise Talbot County and its economic development opportunities. The magazine highlighted the Eastern Shore in its March issue. The ad is also included in the new Talbot County Travel Guide which will go into the Chesapeake Magazine in the June issue. Also in the works is an advertisement in the Business Expansion Journal, another economic development publication. Mr. Shoge reminded members that included in the marketing campaign is the newly redesigned monthly newsletter that now includes information about grant opportunities for local businesses.

#### **Workforce Development Meeting with Washington College:** Sam Shoge

Mr. Shoge reported on the recent meeting with Washington College. The Economic Development team met with their Career Center staff. Mr. Shoge pointed out Washington College graduates approximately 400 students each year that are looking to enter the workforce. The Economic Development team is looking to develop a pipeline to capture some of those graduating seniors to hopefully employ them in Talbot County. The Career Center staff stressed the importance of internships for these students which often turns into full time positions after graduation. The team plans to have similar discussions with career staff at Salisbury University and University of Maryland Eastern Shore. Mr. Jones encouraged the staff to have the same conversation with staff at Chesapeake College.

#### **Director's Report:** Cassandra Vanhooser



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Ms. Vanhooser discussed the Maryland Economic Development Associations (MEDA) annual conference which will be held at the Hyatt Regency Chesapeake Bay Hotel starting April 28 through May 1. “Telling Your Story” is the theme this year. She pointed out that this is a great opportunity to interact with other economic development professionals. Ms. Vanhooser gave an update on the success of Talbot County Restaurant Week, which was held March 19-25. She emphasized from an economic development perspective that in spite of a snowstorm that week, the event had good coverage in the newspaper and local restaurants still reported being up 40% in business. Ms. Vanhooser gave the commission an update on Konsyl Pharmaceuticals, which has ceased production in Easton. The sales and marketing departments will remain in Easton.

#### **Business Appreciation Breakfast:** Ryan Snow

Mr. Snow reminded members that the Business Appreciation Breakfast will be held Friday, April 13 at 8:00 a.m. at the Milestone. He asked members of the commission to be available that morning to greet guest. Currently there are 120 tickets sold, but Mr. Snow is expecting more as the date gets closer. He asked that volunteers be at the Milestone by 7:45 that morning.

#### **Committee Reports:** No report

#### **County Manager Report:** Andy Hollis

Mr. Hollis reported the County Council is busy getting ready to present the yearly budget at its April 10<sup>th</sup> meeting. He added discussions are ongoing with the Town of Easton and a local manufacturer who is looking to expand. He pointed out the need to be prepared with options when companies come to the County with a need to expand.

#### **Department of Commerce Report:** No report

#### **Member Updates:**

Margaret Enloe reported on the Maryland State Arts Council Report which she recently distributed to member. The report contains data showing the economic value of the arts. The Upper Eastern Shore region, of which Talbot County is part of, is one of the largest generators of arts employment in the state.

Shannon Dill, with the Talbot County Extension Office reported the frost free date for Maryland is April 15, 2018. She noted the Agriculture Census results, which is done every 5 years, was due in February for 2017 and as data becomes available she will be sharing it with the Commission members.



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Mike Henry reported that although winter is usually a slower time at the airport, fuel sales are up 18% and airport traffic is up 12%. In July we will be celebrating the 75<sup>th</sup> anniversary of the airport. Mr. Henry also noted they are working with the Talbot County Historical Society to put a display in the terminal on the history of aviation in Talbot County.

Andrea Lev of Intergrace Bayleigh Chase reported on May 1<sup>st</sup> they will launch a new stroke rehabilitation and recovery program.

Peter Dunbar reported the town of Oxford is making progress on plans for the future of the Mews building and they are working on a grant from the Maryland Historical Trust.

Tim Jones reported that Chesapeake College has a new president, Clifford Coppersmith, who will be starting May 29.

Ted Bautz noted the importance of the recent dredging going on at Knapps Narrows in Tilghman is to the local economy.

Al Silverstein reported he had an opportunity to meet with the Secretary of the Maryland Department of Housing and Community Development, Ken Holt, as they toured the redevelopment on Port Street in Easton.

**Adjournment:** With business concluded Mr. Bautz moved to adjourn the meeting and was seconded by Mr. Beatty. The meeting was adjourned at 9:12 a.m.

Next Meeting will be Thursday, May 3 at 8:00 at 100 W. Dover Street (TCFL)