

Talbot County Tourism Board
Meeting Minutes
April 13, 2022
8:30 a.m.

I. Call to Order

Chairperson Judy Bixler called the meeting to order at 8:33 a.m. The meeting was held via Zoom videoconference.

Board Members Present: Judy Bixler, Angela Eade, Ron Engle, Ian Fleming, Kristen Greenaway, Michael Hoffman, Mary Kellogg, Amy Kreiner, Laura Price, Mark Salter, Jeff Schneider, Cassandra Vanhooser

Board Members Absent: Jessica Bellis, Harold Klinger

Staff Members Present: Krista Boothby

Guests: Robert Zimberoff, Apprenticeship and Training Navigator, Maryland Department of Labor

II. Approval of Meeting Minutes

Ms. Bixler presented the minutes from the March 9, 2022, meeting. Ms. Kellogg made a motion to approve the minutes with Mr. Engle seconding the motion. Minutes were approved.

III. Guest Speaker: Robert Zimberoff, Apprenticeship and Training Navigator, Maryland Department of Labor

Mr. Zimberoff gave a presentation on the Maryland Department of Labor's Apprenticeship and Training program, a partnership between the Maryland Department of Labor, county school systems, and employers. High school juniors and seniors are eligible to participate in a 45- hour, paid-work program. There has been great success with the culinary sector. Employers interested in the program will need to apply and interview with the Maryland Department of Labor.

The department also offers a one- to two-year adult apprenticeship program meant to provide a pathway to a full-time job. There is an educational component, usually with a community college or online.

The Chesapeake Bay Maritime Museum and Inn at Perry Cabin both have successful apprenticeship programs. See Talbot County Economic Development and Tourism [article](#) about IPC's program.

Reach out to Mr. Zimberoff to discuss being an apprenticeship partner:
Robert.zimberoff@maryland.gov | 410-916-3342

Youth Apprenticeship Brochure:

<https://www.dllr.state.md.us/employment/appr/youthapprbrochure.pdf>

Youth Apprenticeship Homepage:

<https://www.dllr.state.md.us/employment/appr/youthappr.shtml>

IV. Director's Report – Cassandra Vanhooser

2022 Talbot County Business Appreciation Summit. Ms. Vanhooser reported that the (almost) annual program will be in person this year and will be held at the Tidewater Inn's Gold Ballroom on May 6, 2022. The speaker is Johnathan Holifield, a former NFL football player who authored the book *The Future Economy and Inclusive Competitiveness*. Tickets are \$45 per person and are available online at TalbotWorks.org.

National Travel and Tourism Week. As luck would have it, the Business Appreciation Breakfast will coincide with NTTW. Liz Fitzsimmons, managing director of the Maryland Department of Commerce Office of Tourism, will be on hand for a special presentation.

Community Economic Review Meetings: Ms. Vanhooser reminded the board that the department would be holding the second of four meetings to showcase the tools developed by the Eastern Shore Economic Recovery Project. Board members are expected to attend at least one meeting. The meeting on April 21 will be at the Trappe Volunteer Fire Company. Oxford and St. Michaels are scheduled for May and June.

Destination Capitol Hill: Ms. Vanhooser participated in this annual event with the State of Maryland Office of Tourism and other organizations around the state. All board members received a summary of the legislative priorities for U.S. Travel. Workforce was a hot topic. U.S. Travel supports a variety of legislative remedies for loosening these restrictions or streamlining the cumbersome process.

V. Manager's Report – Krista Boothby

Website Redevelopment: Ms. Boothby reported that we are in the next phase of the website redesign, for which she is uploading content and imagery before the website is ready for listing and event integration.

VI. Town Reports

Representatives from each of the towns reported on news and events taking place in their jurisdictions.

VII. Comments from Board Members

Board members reported on news and events taking place with their organizations.

VIII. Comments from the Public

There were no public comments.

IX. Upcoming Meetings

- a. Business Appreciation Summit, May 6, 2022
- b. Tourism Board Meeting, May 11, 2022

X. Adjournment

Mr. Hoffman made a motion to adjourn. Mr. Engle seconded the motion, which passed unanimously. The meeting adjourned at 9:25 a.m.