



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 October 5, 2017

Members Present: Chairman, Timothy G. Jones; Walter Chase, Ron Engle, Ted Bautz, Scott Beatty, Dr. Clay Railey, Jean Weisman, Peter Dunbar, Jacqueline Wilson, Andrea Lev, Mike Henry, Cassandra Vanhooser, Jennifer Williams, Ron Engle

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

Attendees: Scott Warner, Laura Heikes, Jessica Morris, Tom Rider, Tracy Ward, Joe Thomas, Jessica Shull

Call to Order: Mr. Tim Jones called the meeting to order with a quorum at 8:02 a.m.

Approval of Minutes: Minutes from the September 7 meeting were presented. Mr. Bautz moved that the minutes be accepted as written. Mr. Walter Chase seconded the motion, which passed by a unanimous vote.

Strategic Plan Update Presentation: Mr. Shoge introduced Mr. Joe Thomas, the strategic plan consultant the department is working with to draft an updated economic development strategic plan. Mr. Thomas is a faculty member at the Robert Smith School of Business at the University of Maryland, College Park, President and CEO of The Student-Leader Seminar, and provides executive and leadership coaching to strategic leaders in the private and public sector.

Mr. Thomas pointed out the key aspect in developing a new strategic plan will be the listening sessions held with the incorporated towns and Tilghman Island. He mentioned the last strategic plan completed in 2013 was over 90 pages, a length he considered too long and not user friendly. He explained the stages of the strategic planning process: 1) Strategic End State—determining mission, vision, and objectives and goals. 2) Strategy Mapping—identifying strategic targets, engaging stakeholders, and describing the process. 3) Balanced Scorecard—measure efficiency, determine metrics, and measure citizen satisfaction. 4) PEST Analysis—Political (measure recommend policy interventions), Economic (measure economic indicators), Social (measure public patterns and perceptions), and Technological (assess R&D, automation, innovation. Mr. Thomas outlined the Mission and Vision the department had created so far during the Strategic End State discussion of the planning process.



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Ms. Vanhooser reported the timeline for the remainder of the strategic plan and stated a completed written strategic plan should be rolled out by the first of 2018. Mr. Shoge outlined the Vision statement of the new plan. He mentioned the goal is to promote the assets of Talbot County to build new business relationship, develop opportunities, and retain existing businesses.

Mr. Beatty suggested to revisit the first sentence of the mission statement and include the words “to promote” rather than “to create” a business friendly environment. He further commented the vision was too wordy and should be consolidated. Mr. Bautz mentioned the vision statement should reflect more of an end state and recommended rewording.

Tourism Numbers Update: Ms. Vanhooser reviewed with the commission the updated sales tax collection numbers for 2017.

- The numbers are slightly lower than last year’s figures, largely due to Harbourtowne Golf and Conference Center being closed for renovations.
- Licensed Air B&B’s do contribute to the accommodations tax in a way that is not insignificant.

Economic Development Week: Sam Shoge

- Tour of new Talbot County Business Center is scheduled for the morning of October 25, TBD.

No Committee Reports:

County Manager Report: Jessica Morris

- Congratulations to Mike Henry on successful “Airport Day.”
- PACE legislation remains on schedule
- MXW zoning for Easton Point

Member Updates:

- Ron Engle, councilmember on Easton town council discussed how the town of Easton is working to get the no-compete clause on the recently closed Safeway lifted so another grocery store could potentially move there.
- Mr. Chase, councilmember on Trappe town council, stated the 105th Nace’s Day celebration is scheduled for November 4 in Trappe

Adjournment: With business concluded, Mr. Chase moved to adjourn the meeting and was seconded by Mr. Bautz and the meeting was adjourned at 9:05