

**NOTES FROM ACCOMMODATIONS TASK FORCE MEETING
MARCH 11, 2014 - 11:00 AM – BELLMOOR INN**

Present were: Carol Everhart, Meghan McCalley, Scott Thomas, Chris Berg, Barbara Brewer, Casey Bradham, Clayton Serman, David Lyons, Rob Marshall, and Keith Martin.

The 2014 regional and local advertisement placement by the Chamber, as currently approved, was distributed for review and discussion.

Carol Everhart and Scott Thomas reported on their attendance with the State at the Washington DC Leisure Travel and Adventure Show. A lead list was distributed to those present and, as requested, will be e-mailed to the Accommodations Task Force members. Carol and Scott also reported on the FAMiliarization Tour both participated in along with the State for group tour leaders in the motor coach industry.

Clay, Casey and David, representing the Chamber of Commerce Young Professionals group, reported on the Clean the World project they are spearheading. The project collects lightly used soaps and shampoos from the hotels which they ship monthly to locations in the United States where disaster has occurred and to countries around the world where there is need. The cost to the accommodation is basically 81¢ per room per month with free shipping and container provided. Accommodations interested in the program should contact Clay Serman at 302-236-7326.

Barbara Brewer advised the group that the Atlantic Sands was offering accommodations the opportunity to be a part of an Accommodations Job Fair scheduled for April 11 and 12. Those interested were advised to contact Barbara at 302-227-2511, ext. 297.

Chris Berg raised the question regarding the State's lead results to the Chamber, as well as the State's planned or ongoing promotions. Scott Thomas advised that he was aware that the State was re-branding, and it was his belief that the beach would be the main focus for State tourism. Carol reported that there had been a slight increase in the leads received from the State.

There was brief discussion regarding the potential Iron Man event, as well as the Sports at the Beach sponsorship requirements reported at the last Accommodations Task Force meeting. Carol and Scott Thomas both stated that they had no recent information about the Iron Man event other than that the State was checking with the parks for accessibility. Several hoteliers present stated that they had not complied with the original requirements proposed by Sports at the Beach in referring room accommodations to players and families..

Carol reported that the Chamber was in the process of creating promotion and some production for "Wacky Winter Weekends" beginning in November of 2014 and continuing until St. Patrick's Day of 2015.

Respectfully submitted,

Carol A. Everhart

Attached hereto: 2014 Advertising Placement and information about Clean the World. (Leads from the Washington DC Travel and Adventure Show were e-mailed on March 12, 2014).