

Minutes from the August 30, 2022 GRHBA Meeting:

In attendance: Suzanne Einstein (Blue Crab Charters), Cindy Genter (Rock Hall Properties), Jana Cartert (ED&T), Matt Mielnick (Mainstay) Andrew Carroll (Bayside Market), Sandy Scott (Hickory Stick), Sarah King (KC Chamber of Commerce), Laurie Walters (MSRH), Leslie Sea (WCTR), Joe Musike (Experience Sail), Harriet Creighton & Susan Barnhardt (Peoples Bank), Kevin Hodge (Blue Heron) Carol Britten (Town of Rock Hall Website), Dawn Hoffman & Heidi Williams (Hoffman Pest), Kelly Crouse & Marta Kumar (Selkie Books), Debra Woodruff-Capper (Lions Club), Deborah Reese (Cinnamon by the Bay & Stuff). Remote: Stephanie Chevalier (Chevalier Musique) Bob Tacher (Breeze Sailmaker).

Suzanne called the meeting to order at 9:01am. Attendees introduced themselves.

GRHBA Report:

- Balance Sheet and P&L were reviewed by Suzanne. P&W merchandise expenses included but not revenue yet.
- A Grand Opening & Ribbon Cutting is scheduled for September 17 at 9:00am at Bayside Market.
- The Chamber of Commerce is hosting Fun Fest on Sept. 24, 2-5pm in Chestertown. GRHBA will not have a table.
- 2023 GRHBA membership renewal letters and brochure ad requests will be sent out end of Sept/early Oct.

Economic Development & Tourism:

- ED&T Website updates are in progress: including HotDesks info, a business mentor page, a kids page & events.
- Dawson Hunter joined ED&T on August 1.
- ED&T & KC Chamber are working on a Finance Workshop for Oct/Nov timeframe
- Restaurant Assoc. of MD promoting MD Restaurant Week Sept. 16-25.
- ED&T received a \$191,000 MD Destination Marketing Grant. Will use to increase marketing visibility for KC.
- Partnering with Chesapeake Bay Magazine at the MATCO writers conference to target KC to tourism writers.

Main Street Rock Hall (MSRH): Laurie Walters said Pirates & Wenches was a success with great weather. She reviewed a transportation update from Rick Carter (attached following these minutes). FallFest planning is underway. Looking for older instruments for display in George & Meg's building's windows. Stephanie Chevalier is coordinating The Witches of Rock Hall, October 28-30. Activities include a paddle on Friday night, Witches Dance, restaurant specials, etc. WitchesofRockHallMaryland FaceBook page has over 200 followers. The Witches event will be promoted at the Chestertown Harry Potter Festival on Oct. 15. There will be a Christmas Market on Dec. 10 with a 1950s vintage holiday theme.

Dawn Jacobs was unavailable to attend, so no town report.

Member Events & Comments:

- Mainstay's backyard venue is popular. They will kick off the Chestertown Jazz Festival on Thursday, Sep. 8. Open Mic nights are popular with a variety of performers. They purchased a 22'x14' screen to show outdoor movies.
- Rock Hall Yacht Club will host "Show your Wheels" car show Sept. 17.
- Lions Club Yard Sale is Sept 16&17 starting at 8:00am. Donations accepted Sept. 15. P&W Beach Party went well. All Lions Club donations go to the community to help provide glasses & dental assistance to people in need. Christmas Basket project provides 2 boxes of food to 500 Kent County families. Volunteers & donations needed.
- Selkie Books to host *Live! The Cultured Pearl* event on Oct. 15 & 16. Local artists, authors & music. Info attached
- RHVFC Events: Scrapple Fest 9/3.
- RH American Legion Post 228: Car Show on 9/3 & Bike Fest 10/16.
- Kevin Hodge discussed concerns the Blue Heron has with the town & neighbors. Sarah King suggested Community Mediation. Kevin will pursue this.

The meeting was adjourned at 10:18am. The next meeting will be September 27th at the Fire House at 9:00am.

Cindy Genter, GRHBA Secretary



Cindy Genter <cindy@rockhallproperties.com>

Rock Hall Shuttle / Pirates & Wenches4 messages

Delmarva Craft <delmarvacraft@gmail.com>

Tue, Aug 30, 2022 at 7:58 AM

To: Suzanne Einstein <firstandonlymate@aol.com>, Cindy Genter <cindy@rockhallproperties.com>, Laurie Walters <lewalte1@yahoo.com>, Dawson Hunter <dhunter@kentgov.org>

Happy Tuesday -

Greetings from Des Moines! I hope all is well with you. I'm away on a (very) brief vacation. Back in Rock Hall on Friday, 9/2.

Here's some quick transportation info, in case you'd like to share it at the GRHBA meeting today.

Shuttle Stats:

Weekend of August 26-27

Total Riders: 103

Total Trips: 206

Summer 2022

Total Riders: 1,669

Total Trips: 3,614

Pirates & Wenches

Friday evening: 130 (busiest of the season)

Sunday AM: 19 (busiest of the season)

Saturday: 40 phone calls and 10 texts from people who thought Delmarva Craft was running the P&W Shuttles.**Thoughts on P&W:**

I thought the event was a great success. Many, many positive comments, especially from families.

We did very well with craft beer sales on Saturday. Very pleased.

Transportation - there was confusion and people are impatient. Many don't want to wait more than a few minutes for a shuttle. Suggestion for next year, sell wristbands for the DCT shuttle and people who "just can't wait" can call me and I will charge them my rate for "express service".

There was only 1 rider from Chestertown and 2 riders from Tolchester, whom we carried to P&W.

Mobile App

We are about to start using a mobile app that we developed in conjunction with Kent County Local Management Board, Upper Shore Regional Council and Kent County Economic Development. We will accept tickets purchased via the app and cash customers for the rest of the 2022 season. Next year, we will require the scannable app tickets. We will be educating all the local marinas, inns and businesses about this app and providing QR codes for signs and new rack cards. This app is NOT Rock Hall Shuttle specific. There is information about all transportation options in Kent County.

I would like to provide a brief demonstration at the September GRHBA meeting.

Have a great day!

Rick Carter
Delmarva Craft, LLC.
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