



Communications and Marketing Advisory Committee Meeting

Maryland Office of Tourism Development

401 East Pratt Street, 14th Floor, Baltimore, MD 21202

April 15, 2010

10:30am – 12:00pm

Meeting Summary

Welcome and introductions

In attendance: Margo Amelia, Kathi Ash, Judy Berman, Krista Capurso, Michael English, Kate Marks, Dan Patrell, Rebecca Pawlowski, Bill Pencek, Sam Rogers, Lori Russo, Steven Schupak, Michelle Shelby, Jordan Wertlieb, and Connie Yingling

Review of the MD War of 1812 Bicentennial Commission Action Plan

Bill Pencek gave an overview of the Commission (to read more, visit <http://starspangled200.org/About/Documents/Action%20Plan.pdf>).

Review of the charge to the Communications and Marketing Advisory Committee

It is the job of the Communications and Marketing Committee to promote Maryland's War of 1812 bicentennial celebration nationally and internationally, and to provide leadership for and coordinate efforts with other groups, including but not limited to the federal Star-Spangled Banner and War of 1812 Bicentennial Commission.

Review of the current draft of the five year calendar of events for the bicentennial commemoration

A draft calendar of events was reviewed by the committee members. Planned events include the June 2012 Navy/OpSail event in Baltimore Harbor that will kick-off the commission's activities, a 2013 war trophy exchange/conference on peace, and a Fort McHenry blow-out celebration in September 2014.

MPT will also be airing a Florentine Films War of 1812 national program in fall 2011, with a possible rebroadcast in late 2012. Also discussed was the possibility of broadcasting live during the June 2012 Navy/OpSail event.

It was suggested to have a few members from the Program and Events Committee at future meetings to help with planning the marketing of events.

Discussion and strategies for moving forward

Since the story of the Battle of North Point and Battle for Baltimore are connected, partnership efforts between Baltimore City and County have already begun. In order to engage cultural institutions that do not have a direct tie to the War of 1812, Visit Baltimore hosted a theme visioning meeting in March. The ideas that came out of that meeting include "many stars, one flag" or "many voices, one anthem."

The logo for the Commission has been developed to establish a standard graphic image for the commemoration. The logo encompasses the same image as the Star-Spangled Banner National Historic Trail logo and it will also be featured on the new standard Maryland license plates.

There were several suggestions on how to move forward:

- Consider how to pull together marketing efforts for all three commemorations – the bicentennial of the War of 1812 (2012-2015), the sesquicentennial of the Civil War (2011-2015), and the centennial of Harriet Tubman's death (2013).



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- Ensure that we are providing tools to DMOs (Destination Marketing Officers) so everyone is working together with consistent message, template and model.
- Explore the possibility of designating a spokesman.
- Begin to build and maintain momentum and interest and sustain it past the bicentennial period; challenges include burnout from a long commemoration period and overcoming the perception that the War only occurred in 1812.
- Look at this bicentennial opportunity to completely rebrand state
- Take advantage to promote Maryland's many outdoor historical experiences for visitors

Summary and next steps

Based on the discussions during this meeting, commission staff will compose draft recommendations for the Commission and will circulate to the group for feedback. The next meeting will be set before the March 2011 opening of the Fort McHenry Visitor Center.