



## **Board Meeting Minutes from July 16, 2026**

Staybridge Suites, Lewes

**In attendance:** Scott Anthony (Board Chairperson), Mike Dunmyer, Ben Gray, Bonnie Hall, Andrew Harton (for second half during the workshop), Judy Lodge, Fred Mast, Kristin Miller, Linda Price, Alison Schuch, Jim Smith, Scott Thomas, Fred Thompson (Board Co-Chairperson), Kevin Thompson, Nadine Timpanaro, Lauren Weaver, Jessica Welch, Kate VonVorst

**Absent:** Jasmine Castaneda, Drew DiFonzo, Maggie Lingo, Kristin Miller, Matt Parker, Betsy Reamer, Terry Wilkinson

1. Call to Order time: 9:40am by Scott A.
2. **Welcome and Introductions:** Scott A. welcomed everyone and those in attendance introduced themselves through alphabetical roll call. New Board Member Judy Lodge introduced herself and expanded on her background. Quorum confirmed by Scott T.
3. Approval of the April 2026 Meeting Minutes  
**Motion by:** Ali S., **Seconded by:** Bonnie H., **Passed by** the Board.
4. Committee Reports

### **Policies & Procedures – Presented by Ben G.**

- Expanded on the STR revenue goal and pursuing answers from the State Division of Revenue. Met with Sen. Huxtable and Rep. Snyder-Hall on July 13<sup>th</sup> to clarify what we need their help with. They will advocate on SDT's behalf to make sure open issues are resolved. We did a full analysis over the past 15 months, Q1 of 25 through Q1 of 26. So January 25 through March of 2026, within those 15 months that we looked at, the

delta is approximately \$5.5 million as far as the discrepancies are concerned.

- The second goal that we have is developing an RFP process policy for the organization.
- The third goal will hopefully come from our conversations today regarding the strategic plan.
- After a discussion on media inquiries concerning STR tax, Jim S. suggested that SDT submit a written statement to the Cape Gazette regarding efforts to obtain information from the Division of Revenue. **Ben G. made a motion** for Scott T. to submit a statement to the CG emphasizing transparency and collaboration. **Bonnie H. seconded the motion. Passed by the Board.**

### **Finance – Presented by Scott A**

- As of the reporting date, SDT had \$206,000 in its checking account. The balance then went down to \$89,000 and up again per the last PAT deposit.
- Our money market is sitting at \$282,228.
- The balance in SDT's (Edward Jones) Investment Account is \$136,690.
- The PAT revenue was up 57.47% over prior year. Obviously, that was because of the short-term rental. When you pull that out, we did have a PAT revenue increase of 5.25% year over year.
- Short-term rental PAT is down 10.5% the same quarter from last year, although this was suspected because of the DOR pulling multiple months together the previous year.
- So overall, SDT's FY 2026 revenue exceeded expenses by \$94,000.
- As a reminder, SDT has \$266,000 in its current budget (not allocated yet) pending assignments based on our developing strategic plan.
- Ali S. asked a question regarding what constituted the \$31K in email marketing expenses. Scott T. commented that \$24K of that went towards a targeted meetings & retreats campaign focusing on SDT's \$300 for 30 promotion.

**Motion to approve the Fourth Quarter Financial Statements** by Ben G., **Seconded by** Mike D., **Passed** by the Board.

**Marketing** – Presented by Bonnie H.

- The Marketing Committee met on July 8<sup>th</sup> and reviewed SDT's FY 27 Marketing Plan.
- The committee spoke briefly about goals for FY27, but we were unanimously in agreement that we wait until after this afternoon's retreat so that we can discuss more at the next committee meeting on July 29.
- Reviewed highlights presented in the Q4 Marketing Report

**5. FY 27 Committee Goals** – All committee chairs are to provide their respective goals to Scott A. by September 25, 2026.

**6. DTO Update** – Presented by Jessica W.

- The DTO is sponsoring Banana Ball featuring the Savannah Bananas at Frawley Stadium on August 13.. The games are sold out, but it's a great opportunity for us to kind of get Delaware out there to a different audience who maybe hasn't visited before.
- They are also sponsoring the Zach Bryan Music Festival on September 18-19 at the Woodlands in Dover. 80% of ticket purchases so far are from outside of Delaware.
- DTO is planning a tourism and sports tourism day at Legislative Hall and will keep us informed of the dates.
- During the first week of October, the DTO will hold a Sports Tourism Summit at the DE Turf to focus on the Teams Program, the Sports Capital Investment Fund Program, and sports tourism as a whole.
- Jordan McKee is the new Sports Tourism Lead and they are fulfilling an open Sports Tourism Coordinator position.

**7. SDT 2026 Awards Luncheon**

- Scott T. will work to confirm the date of December 9<sup>th</sup> at the Hyatt Place Dewey.

- Will secure speaker(s) focusing on history /heritage tourism / 250<sup>th</sup> anniversary.

**8. SDT Funding Applications / Meetings**

- SDT Chamber Funding Application Meetings will take place on August 20 and August 24. Scott T. will confirm meeting times and send a schedule out to the chamber of commerce directors.

**9. Other Business / Announcements**

- In lieu of missing tax revenue-by-zip code data, Scott T. queried the Board about identifying alternative methods to determine the updated percentage allocations for each applicant chamber.
- We will continue to press the DOR for STR data covering Q1, Q2 and Q4 of FY 26.
- Scott T. will work to obtain zip code (STR) data from AirDNA as a secondary solution.
- For hotels, SDT is only receiving tax revenue data for 2 zip codes; 19971, 19958 and due to minimal “allowable number for maintaining tax return secrecy.”

**10. Next Board Meeting will be on October 8, 2026 from 9:30am to 11:30am.**

**11. Meeting Adjourned at 11:49 am.**