

Tourism Development Authority
Tuesday, June 25, 2013
Chowan County Public Safety Center, 2nd Floor
305 West Freemason Street
Edenton, NC 27932

Present: Keith Nixon, Ben Speller, Katrina Barnes, Diane Pariseau, Giuliano Giannone, Katy Ebersole and John Dowd.

Absent: Marshall Williford and Jerry Climer

Ex-Officio members present were Nancy Nicholls, Anne-Marie Knighton, Willie Carawan, Zee Lamb and TDA Clerk Susanne Stallings.

Chamber Director Winn Dale, State Historic Site Coordinator Karen Ipock and Intern Kayla Layden were also present.

Chairman Nixon called the meeting to order

Public Comment

Chairman Nixon opened the floor to public comment, there was none.

Consent Agenda

Chairman Nixon recommended a correction to the April minutes regarding his statement on the TDA fund balance.

Ms. Stallings noted she would make the correction.

Ms. Barnes moved to approve the minutes with corrections. Mr. Speller seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).

Financial Report

A. Amend Budget Increase			
51-3839-890	Miscellaneous Revenue		\$2,952.45
51-8150-699	Edenton's 300 th Anniversary	\$2,848.50	
51-8150-261	Office Supplies	\$ 103.95	

Mr. Carawan provided information on the budget amendment and financial report.

Mr. Speller moved to approve the budget amendment. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).

Mr. Carawan noted the current fund balance was \$72,218.

Mr. Lamb noted that the budgeted \$20,000 had not needed to be transferred.

Introductions

Chairman Nixon introduced new attendees and welcomed them to the TDA meeting, Finance Officer Willie Mack Carawan, State Historic Site Director Karen Ipock and Kayla Layden who is an intern with the TDA office.

Public Hearing FY 2013-14 Proposed Budget

Ms. Barnes moved to open the floor for the public hearing on the proposed FY 2013-14 TDA Budget. Mr. Giannone seconded the motion. Chairman Nixon asked for all in favor, the motion passed (7-0).

Chairman Nixon asked for public comment, there was none.

Ms. Barnes moved to close public hearing on the proposed FY 2013-14 TDA Budget. Mr. Giannone seconded the motion. Chairman Nixon asked for all in favor, the motion passed (7-0).

Chairman Nixon noted the Board members were provided a copy of the TDA Budget and message.

FY 2013-14 BUDGET MESSAGE

June 14, 2013

Dear Chowan County Tourism Development Authority Board Members:

Attached you will find a proposed 2013/2014 Chowan County Tourism Development Authority Balanced Budget.

The Proposed Budget includes the following:

- At present, no new streams of revenue – Occupancy Tax Generated is the major contributor
- A one-page budget with full analysis of the history from 2012, year to date 2013, the 2013 original and 2013 amended for your review

Budget passing procedure:

- April TDA Meeting Proposed 2013/2014 Budget presented
- June TDA Meeting public hearing, review and adopt

Sincerely yours,

Nancy Nicholls

BUDGET Discussion/Adoption

Mr. Lamb noted the modifications to the proposed budget from the last meeting. He noted the promotional line was reduced. He noted the projected revenues for occupancy tax were also reduced \$10,000. He noted that there will not be a transfer to fund balance because the revenues from the previous year exceeded what was budgeted.

Chairman Nixon stated the Board of Commissioners adopted a \$350 salary increase for County employees. He stated that the TDA Board previously followed the County on the increase and recommended that the TDA director's salary be increased \$350.

Mr. Dowd moved to increase the salary \$350. Mr. Speller seconded the motion. Chairman Nixon asked for all in favor, the motion passed (7-0).

Chairman Nixon stated that \$350 would need to be located within the TDA Budget. He stated he would recommend the finance officer locate those monies.

Mr. Lamb stated he would recommend the revenues be increased \$350.

Mr. Carawan stated that the additional salary and fringe benefits could be located at the end of the fiscal year.

Mr. Speller moved to adopt the budget with an amendment to cover the salary adjustment. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).

Golden Leaf Update

Ms. Nicholls provided the Board with information from a meeting she had with Golden Leaf. She noted the process is lengthy and will require a large amount of paperwork to be completed.

Mr. Carawan stated that he also attended the meeting and the forms are cumulative for the project and lines will be added as the activities grow.

Media Committee Report

Mr. Carawan left the meeting.

Mr. Giannone shared the Media Committee report from May and June 2013. He provided the Board with a proposed schedule. He noted that the video from the Governor's Day celebration is being edited and a commercial will be featured on the Outer Banks Cable channels.

300th Anniversary Committee Report

Mr. Speller provided the 300th Committee report. He noted the videos and commercials are being edited and planning for fall 300th activities are ongoing. He noted another project is in the planning of a time capsule.

TDA Directors Report

Ms. Nicholls provided the Board with a handout including notes on the TDA office activities. She highlighted the Edenton Music and Water Festival being successful and the Steamers Chamber Night. She noted the NC Northeast meetings continue to work on heritage tourism. She

noted the successes of the interns Kayla Layden and Will Hoggard in the TDA office. She then provided the Board with a walk through of the newly designed wedding webpage of the TDA.

Following the presentation Ms. Nicholls provided information to the Board on a travel writer who visited in early June. Additionally she updated the Board on a couple that is looking into providing boat tours in Edenton.

Ms. Knighton stated the couple has presented and is working with the Town Council on development of an operating agreement.

Timely and Important Matters

Ms. Knighton noted that the Town Council is working with the Edenton Chowan Partnership on application to make Edenton a “certified retirement community”.

Ms. Nicholls noted that the webmaster is working on development of a mobile link on the Visit Edenton website.

Being no further business, Mr. Dowd moved to adjourn the meeting. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).