

Tourism Development Authority
Tuesday, April 23, 2013
Chowan County Public Safety Center, 2nd Floor
305 West Freemason Street
Edenton, NC 27932

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

Ex-Officio members present were Nancy Nicholls, Zee Lamb and TDA Clerk Susanne Stallings.

Chamber Director Winn Dale was also present.

Chairman Nixon called the meeting to order.

Introduction and Swearing In of New Board Member

Chairman Nixon introduced Katy Ebersole as the newly appointed member to the TDA Board. Board Clerk Susanne Stallings administered the oath of office to Ms. Ebersole.

Amendment of Agenda

Chairman Nixon stated he would like to amend the agenda to add a report from meeting with Secretary Klutz of the Department of Cultural Resources after the Financial report.

Mr. Climer moved to amend the agenda. Mr. Williford seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (9-0).

Public Comment

Chairman Nixon called for public comment, there was none.

Consent Agenda

Chairman Nixon noted the only item for approval was the minutes of the February 26, 2013 meeting. Mr. Speller moved to approve the minutes as submitted. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).

Financial Report

Mr. Lamb noted the County's Finance Officer would begin working in May with the County and the TDA Board.

Mr. Lamb reviewed the financial report for the TDA for the period of July 1, 2012 through March 31, 2013. He noted total revenues collected at \$93,334 and total expenditures at \$81,203.

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Chairman Nixon noted that he received an email from a Board member regarding fund balance. He stated that it looks like \$20,000 appropriated from fund balance will be spent. He stated it does not appear that there will be excess revenue in the current fiscal year.

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Mr. Lamb presented the proposed budget as prepared by the former Finance Officer Kim Woodley and Ms. Nicholls. He stated the proposed budget projects \$126,000 collected in occupancy tax and does not appropriate any fund balance for the next fiscal year. He stated the total expenditures are estimated to be \$116,000 with \$9,700 estimated revenues over expenditures.

Mr. Climer asked if the Golden Leaf grant of \$75,000 has been included.

Mr. Lamb stated he would not recommend co-mingling those funds.

The Board discussed if the grant monies are to be spent and then reimbursed.

Mr. Lamb recommended that the Board allocate \$75,000 and recommended that a committee develop a proposed budget for the grant monies and bring it back for the full Board to review in June. He added that if the Board wished, they could amend the budget later if they choose to do so.

Mr. Climer discussed the appropriation for the Music and Water festival.

Ms. Nicholls stated these monies were revenues taken in and then spent.

Chairman Nixon recommended that the revenues be decreased to balance the budget. He stated that some of the reductions could be found within line items. He added that if additional revenues are realized, the budget could be amended. He stated his concern was the projection of a higher occupancy tax collection.

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The motion to schedule the public hearing is below.

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Mr. Lamb recommended that the Board allocate \$75,000 and recommended that a committee develop a proposed budget for the grant monies and bring it back for the full Board to review in June. He added that if the Board wished, they could amend the budget later if they choose to do so.

Mr. Climer discussed the appropriation for the Music and Water festival.

Ms. Nicholls stated these monies were revenues taken in and then spent.

Chairman Nixon recommended that the revenues be decreased to balance the budget. He stated that some of the reductions could be found within line items. He added that if additional revenues are realized, the budget could be amended. He stated his concern was the projection of a higher occupancy tax collection.

Mr. Lamb stated that he would work with staff to locate the \$9,000 to balance the budget. He stated the total TDA budget would be \$116,000.

Chairman Nixon recommended that the media committee work between the April and June meetings to develop a budget.

The motion to schedule the public hearing is below.

Meeting with Department of Cultural Resources (DCR)

Chairman Nixon stated that he, Jerry Climer and Bob Quinn traveled to Raleigh to meet with DCR Secretary Kluttz. He stated that they discussed potential cuts but stated their desire to keep the buildings in Edenton open. He stated they shared that they would like to see the 1767 Courthouse open to the public if possible. He stated he felt pleased with the Secretary's enthusiasm about Edenton and the historic sites. He added that the Secretary stated the site would not have to close on Sunday and Monday.

Mr. Climer added that the new Director for the Edenton State Historic Site, Karen Ipock is here and working. He stated he hoped she would be involved with the Golden Leaf Funding. He stated there have been various ideas and discussions about how to keep the site open on Sunday and Monday. He stated one idea has been to automate the trolley tour. He stated he felt the meeting with DCR and the Secretary was productive.

Golden Leaf TDA Grant

Mr. Climer stated that TDA was notified that they have received \$150,000. He stated there are several instructions included in the grant award for staff to follow. He stated he felt a committee to work on the project is a good idea. He suggested that a group do testing of the ideas for 3-6 months and then use the money based on what is learned.

Ms. Nicholls noted that before the grant was awarded Golden Leaf asked about testing. She stated that she informed Golden Leaf that advertising this year was one of the testing methods and that she hoped to do more of that in the coming year.

Mr. Climer discussed Survey Monkey, an online tool for surveys to measure impact; he stated this is a good way to measure the success of what is in place. He added that Golden Leaf requires their emblem on projects where Golden Leaf funds are spent.

Media Committee Report

Mr. Giannone provided the Board with a copy of the Media Committee report. A copy of the report is in the meeting file labeled April 23, 2013. He stated the committee has begun discussions on how to spend the Golden Leaf monies. He stated the committee will present the full Board with a plan. He stated the committee is reviewing Google analytics and the targeted area for advertising is Richmond and Hampton Roads. He stated the committee is planning to work with the website designer on a wedding page for the website. He stated the committee welcomes any input from the Board.

Mr. Climer asked if the totals from the pilgrimage were in.

Mr. Giannone stated that 950 people came through and over 1,000 tickets were sold.

The Board discussed the visitors and noted that many came from the Virginia area.

300th Committee Report

Mr. Climer provided the Board with a copy of the 300th Committee report. A copy of the report is in the meeting file labeled April 23, 2013. He provided information on upcoming events such as the NC Supreme Court visit and the visit of the North Carolina Governor.

Winn Dale provided the Board with information from WITB 103.7 radio station on purchasing spots to sponsor the coverage and publicity of the 300th event. He stated the package is \$100 and will run on the radio station. He stated the area that is covered by 103.7. He stated most of the advertisements will focus on the visit of the Governor on May 18th.

Highlighted Fiscal 13/14 TDA Plans

Ms. Nicholls noted that the Media Committee will have to begin planning for Golden Leaf grant and advertising. She stated the committee will have to discuss magazines, newspapers, radio, TV, signage and materials. She noted that the website will need some updates. Ms. Nicholls shared that the intern from ECU, Wil Hoggard will be putting together a survey tool and the TDA Board will be able to review it. She noted there will be a hospitality training module developed to share with organizations to keep all informed.

Director's Report

Ms. Nicholls provided the Board with updates from the TDA Director. A copy of the updates is in the meeting file labeled April 23, 2013.

Timely and Important Matters

Chairman Nixon asked for an update on the opening date of the lighthouse.

Mr. Climer stated that the committee was assured the ramp would be finished prior to the Governor's visit. He stated that nothing on the interior of the lighthouse would be done and that the lighthouse will be close for 6-12 weeks while the interior is done.

Chairman Nixon stated that he would recommend advertising the opening in magazines next year.

The Board discussed a time frame for advertisement of the lighthouse opening.

Schedule a Public Hearing

Mr. Williford moved to schedule a public hearing for the FY 2013-14 TDA Budget on June 25, 2013. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed (9-0).

Being no further business before the Board, the meeting was adjourned.

Tourism Development Authority
Tuesday, April 23, 2013
Chowan County Public Safety Center, 2nd Floor
305 West Freemason Street
Edenton, NC 27932

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

Ex-Officio members present were Nancy Nicholls, Zee Lamb and TDA Clerk Susanne Stallings.

Chamber Director Winn Dale was also present.

Chairman Nixon called the meeting to order.

Introduction and Swearing In of New Board Member

Chairman Nixon introduced Katy Ebersole as the newly appointed member to the TDA Board. Board Clerk Susanne Stallings administered the oath of office to Ms. Ebersole.

Amendment of Agenda

Chairman Nixon stated he would like to amend the agenda to add a report from meeting with Secretary Klutz of the Department of Cultural Resources after the Financial report.

Mr. Climer moved to amend the agenda. Mr. Williford seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (9-0).

Public Comment

Chairman Nixon called for public comment, there was none.

Consent Agenda

Chairman Nixon noted the only item for approval was the minutes of the February 26, 2013 meeting. Mr. Speller moved to approve the minutes as submitted. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).

Financial Report

Mr. Lamb noted the County's Finance Officer would begin working in May with the County and the TDA Board.

Mr. Lamb reviewed the financial report for the TDA for the period of July 1, 2012 through March 31, 2013. He noted total revenues collected at \$93,334 and total expenditures at \$81,203.

He noted that occupancy tax collections are on target as projected.

Chairman Nixon noted that he received an email from a Board member regarding fund balance. He stated that it looks like \$20,000 appropriated from fund balance will be spent. He stated it does not appear that there will be excess revenue in the current fiscal year.

Proposed FY 2013-14 Budget

Mr. Lamb presented the proposed budget as prepared by the former Finance Officer Kim Woodley and Ms. Nicholls. He stated the proposed budget projects \$126,000 collected in occupancy tax and does not appropriate any fund balance for the next fiscal year. He stated the total expenditures are estimated to be \$116,000 with \$9,700 estimated revenues over expenditures.

Mr. Climer asked if the Golden Leaf grant of \$75,000 has been included.

Mr. Lamb stated he would not recommend co-mingling those funds.

The Board discussed if the grant monies are to be spent and then reimbursed.

Mr. Lamb recommended that the Board allocate \$75,000 and recommended that a committee develop a proposed budget for the grant monies and bring it back for the full Board to review in June. He added that if the Board wished, they could amend the budget later if they choose to do so.

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