

**Tourism Development Authority  
Tuesday, February 26, 2013  
Chowan County Public Safety Center, 2<sup>nd</sup> Floor  
305 West Freemason Street  
Edenton, NC 27932**

Present: Keith Nixon, Ben Speller, Katrina Barnes, Diane Pariseau and Jerry Climer.

Absent: Marshall Williford, Giuliano Giannone

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

Chamber Director Winn Dale was also present.

**Public Comment**

Chairman Nixon opened the floor to public comment. There was none.

**Consent Agenda**

Chairman Nixon noted the only consent agenda item was to approve the January minutes. Ms. Barnes moved to approve the minutes as submitted. Ms. Pariseau seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (5-0)

**Financial Report**

Finance Officer Kim Woodley presented the Board with the financial report through January 31, 2013. A copy of the report is in the meeting file labeled TDA February 26, 2013.

The Board discussed the occupancy tax collections.

**Golden Leaf TDA Proposal**

Mr. Climer thanked Ms. Nicholls and Ms. Woodley for their work on the proposal. He stated he would provide the clerk to the TDA with a copy of the application if any Board members wished to review it. He stated he felt good about the application and would report the response from Golden Leaf once it is reviewed.

Chairman Nixon thanked Mr. Climer for his work on the project.

**Media Committee Report**

Ms. Barnes stated that the committee met and is reviewing plans for advertisements in various magazines. She noted that the committee wants to do a ½ page ad in Walter Magazine and the

committee is also looking at Metro. She stated that \$12,000 remains to be spent on the 300<sup>th</sup>. She stated there will be 5 total ads in Our State Magazine this year.

Mr. Climer stated that Bob Quinn has indicated that he would like to see one more ad in Our State Magazine. He recommended two ads in Metro and Walter. He stated he hoped the advertisement would attract summer travel.

Ms. Barnes discussed a tracking mechanism discussed by the Media Committee to offer coupons to track the success of the advertisements.

Mr. Climer moved to authorize two ads both in Water and Metro Magazines and one additional ad in Our State. Mr. Speller seconded the motion. Chairman Nixon asked for all in favor, the motion passed (5-0).

### **300<sup>th</sup> Anniversary Committee Report**

Mr. Climer stated that the committee continues to meet. He stated that on May 18<sup>th</sup> in 1713 the Governor was appointed. He stated the committee has invited the Governor to come to Edenton to commemorate this event. He added that the committee has requested the Elizabeth II to be downtown and additional activities are planned such as the Old Guard Drill Team. He stated the North Carolina Supreme Court is planning to be here May 7<sup>th</sup> and 8<sup>th</sup> and the Legislature is looking at sending a committee to meet on the 16<sup>th</sup> and 17<sup>th</sup>.

Mr. Speller shared that a symposium will be held on Inglis Fletcher. He stated a fall symposium has been planned for Penelope Barker. He stated there are plans for a Governor Eden film festival also.

Chairman Nixon asked what the final day of the 300<sup>th</sup> celebration is.

Mr. Climer stated a capsule is scheduled to be buried on December 31, 2013.

### **FY 2013-14 Fiscal Planning Committee**

Ms. Nichols stated that the Media Committee will begin meeting to plan for FY 2013-14. She stated that Board members are invited to attend to participate in the discussions.

### **Presentation of CAMA Grant – Pembroke Creek**

Recreation Director Jason Petersen provided the TDA Board with information on a proposed grant that he is planning to apply for. He stated the grant will come from CAMA funds. He stated the proposed plan is to make some repairs and new additions to the park at Pembroke Creek. He stated the grant requires a 10% local match (5% must be cash and 5% may be in-kind). He stated he is working with Mark Powell and Linda Peterson to apply for the grant. He stated the purpose of him being at the meeting was to seek assistance from the TDA. He added that he is working with the Bayside group and the bass fishing club has indicated their support and volunteered

assistance for the project. He shared a drawing of the proposed project which included new piers, repairs to the boardwalk and kayak storage and launches.

Mr. Climer stated his support of the project to enhance the existing park.

Mr. Petersen noted to the group that permanent structures are not allowed under the CAMA requirements.

Chairman Nixon stated he felt the project should be supported by the TDA. He asked if the Board members felt the same.

Mr. Petersen stated the total cost of the grant is \$179,820. He stated the local cash contribution is \$10,000 and the in-kind contribution is \$14,000. He stated the cost for the application is \$4,000 to ARC&D who is assisting with the plan and application.

Mr. Climer moved to authorize the TDA to give up to \$4,000 in support of the cash match for the application to pay ARC&D to file the application. (adding the monies should not come from promotions)

Chairman Nixon asked if a budget amendment is necessary.

Ms. Woodley stated the operating lines have funds that can be moved around.

Mr. Speller seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (5-0)

### **Directors Report**

Ms. Nicholls provided the TDA Directors report. A copy of the report is in the meeting file labeled February 26, 2013. Ms. Nicholls highlighted Media Missions in New York and Atlanta, upcoming Cycle NC event, EMWF and NCNE Tourism Group.

### **Timely and Important Matters**

Chairman Nixon stated that he would like for the TDA to request a meeting with Secretary Kluttz to discuss the operations of the Historic Edenton State Historic Site. He stated that he would like to discuss the need for more open buildings as right now the only way to tour the historic buildings are to be a part of an organized tour.

Mr. Climer moved to send a resolution to Secretary Kluttz to request a meeting of a delegation to visit (including members of the TDA, 300<sup>th</sup> Committee and Edenton Historical Commission).

Mr. Speller seconded the motion. Chairman Nixon asked for all in favor, the motion passed (5-0).

Chairman Nixon stated he would select a delegation to represent the TDA.

## **Adjourn**

Being no further business before the Board the meeting was adjourned by a motion of Mr. Speller, seconded by Ms. Barnes and unanimously approved (5-0).