

Tourism Development Authority
Regular Meeting
Tuesday, April 28, 2015
1117 East King Street
Edenton, NC 27932

Present: Keith Nixon, Diane Pariseau, Katrina Barnes, Adele Jones, Ben Speller, Theresa Thesier Frank Jones, John Dowd and Susan Beckwith.

Ex-Officio Members present were Nancy Nicholls, Anne-Marie Knighton, Willie Mack Carawan and Susanne Stallings

Guests in attendance Bob Hopkins and Win Dale.

Chairman Nixon called the meeting to order.

Approval of Agenda

Chairman Nixon recommended that the agenda be amended to include the election of vice chair.

Mr. Dowd moved to approve the agenda as amended. Ms. Pariseau 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.

State Historic Site Director Introduction

Ms. Nicholls introduced Bob Hopkins to the TDA as he is the newly hired director for the Visitors Center.

Consent Agenda

Mr. Speller moved to approve the consent agenda that contained the minutes of the February 24, 2015. Ms. Jones seconded the motion.

Chairman Nixon asked for all in favor, the motion passed unanimously (9-0).

Financial Report

Finance Officer Willie Carawan provided the financial report. He noted a trial balance of \$103,999.12. He noted revenues received are \$186,233.83 and expenditures are \$166,153 He stated that \$20,964.30 remains to be expended of the \$150,000 Golden Leaf monies.

Mr. Carawan provided the Board with a draft of the FY 2015-16 budget. He noted \$150,100 in revenues (includes a final payment of \$30,000 from Golden Leaf). He stated if Board members had any questions about the budget to come by his office.

Chairman Nixon noted a public hearing would be scheduled for June.

Golden Leaf Update

Ms. Nicholls stated that she is waiting for invoices. She noted there have been no comments regarding the last submission request following the 4/4 report.

Mr. Carawan stated that Golden Leaf understands that cancelled checks will lag past June 30th.

Election of Vice Chair

Chairman Nixon opened the floor for nominations for the TDA vice Chair.

Ms. Barnes nominated Ben Speller. Being no further nominations Chairman Nixon closed the floor. He asked for all in favor, the motion passed unanimously (9-0).

I-44 Resolution

Chairman Nixon provided the TDA with a proposed resolution in support of the designation of US64/US17 as a future interstate. He noted this is a resolution of support.

Mr. Dowd moved to approve the resolution as presented. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (9-0).

A RESOLUTION IN SUPPORT OF A FUTURE INTERSTATE DESIGNATION FOR US64 AND US17 BETWEEN RALEIGH AND HAMPTON ROADS

WHEREAS, the Chowan County Tourism Development Authority is recognized as the marketing and promoting arm for Edenton and Chowan County; and

WHEREAS, the NC Department of Transportation has asked that the US64/US17 corridor from Raleigh to Hampton Roads, Va. via Rocky Mount, NC and Elizabeth City, NC be designated as a future Interstate which would help connect I-40/I-440 in Raleigh to I-64 in Hampton Roads, Va.; and

WHEREAS, Hampton Roads and Raleigh are two of the largest east coast metropolitan regions which are served by a primary interstate route (I-64 in Hampton Roads and I-40 in Raleigh); and

WHEREAS, the future interstate designation would create a secondary primary interstate for both areas and connect these two economic regions; and

WHEREAS, requesting a future interstate designation for the section of US64/US17 from Raleigh to Hampton Roads and completing improvements which bring this section of roadway up to interstate standards is part of North Carolina Governor Patrick McCrory's "25 Year Vision for North Carolina– Mapping our Future"; and

WHEREAS, the citizens of Northeastern North Carolina share a common interest with the Hampton Roads region for employment, health care, shopping and recreation; and

WHEREAS, businesses currently located in Northeastern North Carolina, and those being recruited to Northeastern North Carolina, have an interest in a safe, fast highway route to the Port of Virginia; and

WHEREAS, the Chowan County Tourism Development Authority Board of Directors believes an interstate highway will enhance safety and promote economic opportunities for their town; and

NOW, THEREFORE BE IT RESOLVED that the Chowan County Tourism Development Authority Board of Directors hereby supports a future interstate designation for US 64 and US17 between Raleigh and Hampton Roads.

Survey Update

Ms. Nicholls provided the Board with a paper copy of the resident's survey. She noted that it was launched on March 25, 2015 and to date there have been 301 responses.

Albemarle Loop

Ms. Nicholls provided the Board with a brochure on this initiative and stated she felt this was a great opportunity to work with our neighboring Towns and Counties.

Hospitality Report

Ms. Pariseau reported that April was a good month especially with the pilgrimage tour.

Ms. Barnes provided information on the top 10 feeder cities noting Raleigh, Goldsboro, Richmond, DC, Charlotte, Greensboro, Atlanta, Norfolk, Rocky Mount and Pittsburg are the top 10.

Ms. Beckwith stated business was good and she is receiving positive feedback.

Media Committee Report

Ms. Jones provided the Board with highlights from the Media Committee.

A copy of the full report on all the activities of the Media Committee is in the meeting file labeled April 28, 2015.

Ms. Nicholls provided information on marketing opportunities through June 30, 2015.

Committee Appointments

Chairman Nixon appointed Ms. Barnes, Ms. Jones and Ms. Thesier to the Media Committee.

Mr. Speller offered to assist if needed for the CRC travel initiative.

Mr. Nixon stated he would bring back the grant committee appointment at a later meeting.

CRC Travel Report

Mr. Dowd reported that a brochure is being developed to bring to these shows. He provided information on how to track and follow up with visitors that show an interest in Edenton.

Director's Report

Ms. Nicholls provided the Directors report on the activities of TDA.

A copy of the director's report is in the meeting file labeled April 28, 2015.

Timely and Important Matters

Mr. Nixon spoke on the success of a recent bass fishing event at Pembroke Creek. He stated he felt the TDA or another agency might want to look into hosting a large 5K to generate some revenues.

Ms. Nicholls provided the Board with information on a bill to streamline the collection of occupancy tax.

Mr. Howard will provide the TDA with any new information on the progress of the bill.

Adjourn

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 (9-0).