

Tourism Development Authority
Regular Meeting
Tuesday, August 26, 2014
Chowan County Public Safety Center, 2nd Floor
305 West Freemason Street
Edenton, NC 27932

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

Absent: Giuliano Giannone, John Dowd and Katy Ebersole

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

Chairman Nixon called the meeting to order.

Public Comment

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

Oath of Office

Ms. Stallings administrated the oath of office to Diane Pariseau and Adele Jones.

Consent Agenda

Chairman Nixon presented the consent agenda that included the minutes of June 24, 2014. Ms. Barnes moved to approve the consent agenda as submitted. Mr. Speller seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (6-0).

Financial Report

Finance Officer Willie Mack Carawan presented the financial report through August 25, 2014.

Mr. Carawan noted the expenditures for the Music and Water Festival and Civil War Tourism Grant. He provided the Board with a copy of a budget amendment for the Board's consideration.

| Account Code | Description | Old | + or (-) | New |
|--|-----------------------------------|------------------|-------------|-------------|
| 51-8150-826-00 | * Music & Water Festival | - | 4,844.00 | 4,844.00 |
| 51-8150-830-00 | * NC Civil War Grant | - | 250.00 | 250.00 |
| 51-3990-990-01 | Fund Balance - Music & Water | - | (4,844.00) | (4,844.00) |
| 51-3990-990-02 | Fund Balance - NC Civil War Grant | - | (250.00) | (250.00) |
| Discretionary / Grant Carryovers | | | | |
| 51-8150-191-00 | Professional Services - Auditing | - | 3,000.00 | 3,000.00 |
| 51-3990-990-00 | Fund Balance | - | (3,000.00) | (3,000.00) |
| Auditing Contract | | | | |
| 51-3839-360-00 | GoldenLeaf | (75,000.00) | (21,199.12) | (96,199.12) |
| 51-8159-199-01 | GL - Digital Dev & Promotion | 7,500.00 | 2,361.94 | 9,861.94 |
| 51-8159-199-02 | GL - Earned Media Dev | 12,500.00 | 7,058.89 | 19,558.89 |
| 51-8159-199-03 | GL - Periodical Advertisements | 35,000.00 | 3,283.75 | 38,283.75 |
| 51-8159-199-04 | GL - New Market Dev | 17,500.00 | 2,003.36 | 19,503.36 |
| 51-8159-199-05 | GL - COOP Promotion | 2,500.00 | 6,491.18 | 8,991.18 |
| GoldenLeaf | | | | |
| | | Balanced: | - | - |
| Justification: | | | | |
| <i>Amending the budget to include Discretionary / Grant funding and auditing costs</i> | | | | |

Mr. Climer and Mr. Carawan discussed the Golden Leaf expenditure in the budget amendment.

Chairman Nixon recommended requesting the auditor to come to the TDA Board meeting and present the TDA audit.

Mr. Carawan noted the revenue and expenditure report through August show expenditures at \$20,562.18 and revenues at \$18,580.93.

Mr. Speller moved to approve the budget amendment. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (6-0).

Chairman Nixon noted he would like for the TDA to bid out the audit contract locally.

Personnel Update

Ms. Nichols noted that Jessica Ebeling has been hired to work 35 hours per week. She noted the Chamber is able to contribute \$5,000 annually to the salary and the remaining will be split between the Edenton Chowan Partnership (ECP) and the TDA. She stated that cost is around \$8,000 each.

Chairman Nixon asked if this could be a year to year agreement for the personnel.

Ms. Nichols stated yes, the contract for the employee with ECP could be considered at the end of the fiscal year. She noted the person is an employee of the ECP but is shared between the three agencies. The Board discussed a budget amendment to increase professional services.

Mr. Climer moved to increase this line by \$1,700 and authorize the finance officer to bring back a budget amendment. Mr. Speller seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (6-0).

Fiscal 2013/2014 Wrap

Ms. Nichols provided the Board with a PowerPoint highlighting the activities of the TDA for FY 2013/14.

Mr. Climer requested to be excused from the meeting. Mr. Speller moved to excuse Mr. Climer. Ms. Barnes seconded the motion, Chairman Nixon asked for all in favor, the motion passed unanimously (6-0).

Media Committee Update/ Appointment

Ms. Nicholls provided the Board with notes from the Media Committee meeting. She noted that Golden Leaf has indicated the funds must be spent by June 30, 2015. She noted the media committee is preparing a media schedule for the Board to consider.

Ms. Barnes reviewed the 2014/15 Media Committee Strategic plan. She noted the total media budget is \$127,189.

Chairman Nixon recommended getting advertisements in the Outer Banks magazines or video.

Chairman Nixon then appointed Ms. Jones to the Media Committee.

1886 Roanoke River Lighthouse

Ms. Knighton stated that the lighthouse had over 1,000 visitors in its first three days since opening. She stated the cost is \$3 per adult and \$1.50 for children.

She noted there is a group working on building a wooden boat replica.

Wayfinding Signs

Ms. Knighton stated she is waiting on the delivery of the prototype signs.

TDA Director's Report

Ms. Nicholls provided the Board with updates on her activities for the past month. She provided the Board with a handout highlighting upcoming activities.

Timely and Important Matters

Alcohol Ordinance

Ms. Knighton noted the council is considering an ordinance to allow alcohol consumption on the sidewalks.

Marketing for new teachers

Chairman Nixon stated that he would like to see a package prepared for visiting teachers for the Teach for America.

Ms. Knighton stated she would contact Michelle Maddox with the School system to coordinate.

Adjourn

Being no further business, Mr. Speller moved that the meeting be adjourned. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (5-0).