

Tourism Development Authority
Regular Meeting
Tuesday, December 3, 2013
Chowan County Public Safety Center, 2nd Floor
305 West Freemason Street
Edenton, NC 27932

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

Absent: John Dowd and Marshal Williford

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

Chamber Director Winn Dale was also present.

Chairman Nixon called the meeting to order.

Public Comment

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

Consent Agenda

Mr. Speller moved to approve the consent agenda including the October 2013 minutes as submitted. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).

Financial Report

Mr. Carawan provided the financial report including year to date expenditures through November 30, 2013. He noted the revenues collected currently exceed the proposed budget.

Mr. Climer stated that he would like to see a month by month report of collections to compare last year to the current year.

TDA Survey

Mr. Climer provided the Board with a copy of the proposed survey questions. He noted that the survey would represent a full calendar year. He stated he would provide the Board members with copies of the verbatim comments from the survey before the next meeting. He stated that he recommends deleting question #9 from the survey and asked that if the Board members had any suggestions to please let him know as soon as possible.

Ms. Nicholls provided the names for the monthly drawing. A TDA Board Member then drew the monthly winner of survey participants to win \$100.

Board members discussed getting the cards out during the upcoming Christmas Tour in order to gather more responses.

Golden Leaf Update

Mr. Carawan reported that he and Nancy met with Pat Cabe of Golden Leaf and received positive feedback on the record keeping so far.

Media Committee Report

Giuliano Giannone provided the Board with meeting notes from the last Media Committee meeting. He noted that holiday advertising was the main focus of the discussion. Additional ads for the late winter and early spring season were also discussed.

Ms. Nichols provided the Board with a PowerPoint highlighting ads that were developed by the Media Committee for the past year.

300th Anniversary Time Capsule

Ms. Nicholls reported that she wanted to include a picture of the TDA Board in the time capsule and would include the TDA marketing plan, and printed materials from the TDA. The group was photographed.

Mr. Climer stated that groups are encouraged to get their time capsule submissions in as soon as possible in order to have a pipe fitted for all the materials.

Albemarle Regional Bicycle Plan

Chairman Nixon noted the Board of Commissioners was presented with a Regional Bicycle Plan from the RPO of the Albemarle Commission. He provided the TDA Board with a copy of the page including the Plan for Edenton and Chowan County. Chairman Nixon stated the plan was approved by the Board of Commissioners in order to keep Chowan County and the regional RPO eligible for funds to complete the project in the future.

Mr. Lamb and Chairman Nixon discussed the funding changes by DOT and noted that it may be some time before any of the plan is built.

Proposed Interchange

Chairman Nixon noted that Highway 64 plan is now in the planning phase.

Mr. Lamb noted that the project is to be contracted before July 1, 2015 and recommended that residents of Chowan County and the various interested Boards and Agencies continue to push the project forward.

Wayfinding/Umbrella/CRCP Update

Ms. Knighton stated she is working with the consultant on the wayfinding signage plan. She stated that the consultant will identify where the signs would be best located. She stated that she has attempted to discuss by telephone the walking museum proposal with the consultant but plans to meet with him face to face to better explain the goal of the TDA and Town.

Ms. Knighton stated that with regards to the Umbrella branding project, all the requested communities have signed off on the plan.

Ms. Knighton stated that the Certified Retirement Community Program draft is complete. She noted that Councilman Bob Quinn is working on the proposal.

Mr. Climer noted that the Edenton Chowan Partnership (ECP) has given \$1,000 towards the application and has requested that the TDA give \$1,000 also.

Mr. Climer moved to authorize the TDA to grant \$1,000 towards the Town's CRCP application. Mr. Speller seconded the motion.

The Board discussed where the monies would be pulled from.

Ms. Nicholls stated she would work with the finance officer to locate the monies within the TDA Budget.

Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).

Field Trip Opportunity

Mr. Speller and Ms. Nicholls discussed an invitation from the Museum of the Albemarle to host the TDA and provide a tour of the facilities. She stated this would be an opportunity for the TDA to network with the museum to better promote the history and activities in Edenton. She stated she would notify the Board members of potential dates for the tour.

2013 Snooky Bond Tourism Award

Ms. Nicholls stated that there were 5 nominees for this award. She stated the TDA Board members have voted and a person has been selected for the award. She stated that some of the Board members have recommended establishing criteria for the award to best determine a recipient each year. She stated she received suggestions from Board members to exclude eligible

recipients whose job is promotion or service of the tourism industry. She asked the Board members to submit any other recommended criteria for the recipients.

Chairman Nixon recommended this be discussed by the full Board at the next meeting.

2014 Meeting Schedule

Ms. Nicholls provided the TDA with the 2014 meeting schedule. She stated that if there are no objections to the schedule it will be placed on the January agenda for formal adoption.

TDA Director's Report

Ms. Nicholls provided the Board with updates on her activities for the past month. She noted the NC LOW team visited recently and discussed a strategic plan to be developed for the inner and outer banks areas. She noted the NET group is meeting to update informational materials and brochures.

Timely and Important Matters

The Board discussed the upcoming vacancy of Marshall Williford's position on the TDA. Applications are being accepted by the Board of Commissioners.

Adjourn

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