

Tourism Development Authority  
**Regular Meeting**  
**Tuesday, February 24, 2015**  
**1117 East King Street**  
**Edenton, NC 27932**

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

Absent: Giuliano Giannone, John Dowd and Katy Ebersole

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

Guests in attendance were Jessica Ebeling and Win Dale.

Chairman Nixon called the meeting to order.

**Public Comment**

Chairman Nixon called for public comment, there was none.

**Consent Agenda**

Ms. Barnes moved to approve the consent agenda that contained the minutes of the January 22, 2015 meeting. Mr. Speller seconded the motion.

Ms. Pariseau asked for clarification regarding the 2015 meeting dates (specifically October).

Ms. Stallings noted that Ms. Nicholls requested a different date for October because she would be traveling.

Ms. Nicholls stated she would confirm the 2015 meeting dates as listed in the minutes.

Chairman Nixon asked for all in favor, the motion passed unanimously (6-0).

**Financial Report**

Finance Officer Willie Carawan provided the financial report. He provided information on the occupancy tax collections noting that \$135,096.97 in occupancy tax collections. He noted the fund balance to date was \$82,177.29. He provided Budget Amendment 1415-029 (TDA) that allows him to budget FY 2014 remaining local match for Golden Leaf Grant in the amount of \$20,813.09. He noted that monies would be moved into advertising/periodicals, earned media and new market development lines. He noted that the TDA match was \$255,000 and a local co-op match of \$10,000 was needed to match the \$150,000 given by Golden Leaf. He stated that TDA still has to commit or spend \$23813.90 of the Golden Leaf Grant.

Mr. Nixon asked if the fund balance would decrease to approximately \$60,000.

Mr. Carawan stated yes. He also noted that these is a final draw of \$30,000 from Golden Leaf which would be done after June 30, 2015.

Mr. Climer moved to approve the budget amendment and accept the financial report. Mr. Speller seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (6-0).

Mr. Carawan provided the TDA Board with information from the Audit. He stated that the TDA portion of the cost is \$3,000 as it is a joint contract for the County's audit. He stated the cost for the next fiscal year would remain \$3,000 for TDA because it is within the County's contract.

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

### **Golden Leaf Update**

Mr. Carawan stated that he has reviewed the TDA and Golden Leaf lines for any lines that are over spent. He stated that Nancy is working to move the monies into the appropriate lines.

Ms. Nichols stated that the media committee report will detail the monies that are committed to the Golden Leaf project. She stated that some advertisements need to be committed before June 30, 2015.

Mr. Climer asked for clarification on what monies should be spent.

Mr. Carawan explained the budget remaining for the project.

### **Survey Update**

Mr. Climer stated that he hoped to have the survey completed and begin distribution.

Board members provided feedback on advertising the resident survey in color.

### **Hospitality Report**

Ms. Barnes and Ms. Pariseau that the hospitality business has been slow during the winter months.

### **Media Committee Report**

Ms. Jones provided the Board with highlights on the Women's Club advertising and co-op ads.

Ms. Barnes noted that the media committee has focused on television advertising with cox Media in Hampton Roads. She noted that billboards are being reviewed by the committee to include one on highway 158/168.

Ms. Nicholls provided the Board with written notes from the Media Committee that are in the meeting file labeled February 24, 2015.

### **CRC Travel Report**

Jessica Ebeling reported on her visit to Greenwich CT with the NC Retirement Division Team and stated it was a great experience. She stated she is working on development of color handouts that can be included in the shows and updating the relocation packages that are going out.

### **Eco-Tourism**

Ms. Knighton shared information that she met with a committee (Mary Sawyer, Joe Sliva, Jessica Ebeling and Nancy Nicholls) to brainstorm on ways to enhance eco-tourism that is in place. The Committee discussed that many visitors are hesitant to travel the waters alone so the committee is looking into forming guided paddles on Friday evenings. She stated that electric bikes are being looked into as another method to enhance eco-tourism and possible rental of electric or regular bikes.

Commissioner Nixon suggested that the Town look into an outfitter for tourism efforts at the waterfront.

### **Commission Building Marketing Plan**

Ms. Knighton stated that the Town intends on selling this building. She stated the Town has reached out to various developers who were interested in projects within the Town as well as marketing the property to other developers.

### **DOT Meeting**

Ms. Knighton stated that she met with DOT regarding the Wayfinding signage and encroachment agreements. She stated that movements of faded signs were also discussed.

Mr. Climer discussed QR Codes being placed on the signs.

Ms. Knighton stated that she would discuss this with Department of Cultural Resources.

### **Director's Report**

Ms. Ebeling provided the Board with information on wedding expo meetings.

Mr. Climer noted that a local business has offered wedding event planning services

A copy of the director's report is in the meeting file labeled February 24, 2015.

### **Timely and Important Matters**

Ms. Nicholls provided the Board with a proposed resolution that was approved at the January 22, 2015 meeting.

## Resolution for Operating Hours

### **Resolution Encouraging Flexibility for Operational Hours at State Historic Sites**

WHEREAS, The Chowan County Tourism Development Authority depends on the North Carolina State Historic Sites in Edenton for tourism and economic development; and

WHEREAS, Chowan County and Historic Edenton State Historic Site have a total of (3) 1767 Chowan County Courthouse; 1800/1827 James Iredell House Homesite and 1886 Roanoke River Lighthouse State Historic Sites; and

WHEREAS, the Chowan County Tourism Development Authority understands the importance and wealth of historic sites that offer visitors to Edenton a unique experience; and

WHEREAS, most local state historic sites have been operating on a reduced schedule, requiring the sites to be closed on Sunday and Monday; and

WHEREAS, Edenton's Roanoke River Lighthouse is open Seven (7) days per week; and

WHEREAS, visitation at the Roanoke River Lighthouse has been well attended on Sunday and Monday; and

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Chowan County Tourism Development Authority, that it does hereby respectfully request that the State of North Carolina consider offering local State Historic Sites flexibility to determine its operational hours within the funding provided, and

BE IT FURTHER RESOLVED that a copy of this Resolution be sent to the Department of Cultural Resources, Governor's Office, Legislative Delegation, and local Tourism Development Authorities with State Historic Sites.

#### Copies for Board meeting Packets

The Board was asked if getting meeting information for meetings in digital format to reduce the amount of paper copies. It was agreed that 5 paper copies at the meeting would be sufficient for the Board members, as other members would bring their laptops or devices to the meetings.

#### **Adjourn**

Being no further business, Mr. Speller moved to adjourn the meeting. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (6-0).