

Tourism Development Authority
Regular Meeting
Tuesday, February 23, 2016
1117 East King Street
Edenton, NC 27932

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

Frank Jones was absent.

Ex-Officio Members present were Nancy Nicholls and Anne-Marie Knighton

Kevin Howard and Susanne Stallings (came in later).

Win Dale and Bob Quinn were also present.

Chairman Keith Nixon called the meeting to order.

Approval of the Agenda

Chairman Nixon asked if there was any objection to the agenda, (there was none).

Mr. Speller then moved to approve the agenda approved as presented. Ms. Barnes seconded the motion, the motion passed unanimously (8-0).

Public Comment

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

Consent Agenda

Chairman Nixon noted minutes will be approved at the next meeting.

Financial Report

Chairman Nixon reviewed the financial report noting revenues and expenditures appear to be within budget.

FY 2014-15 Audit

Chairman Nixon reviewed the audit report noting \$52,458 in fund balance noting the previous year was more because of the Golden Leaf monies.

Museum Trail Signage

Bob Quinn provided the Board with a prototype developed for the Cupola House and went over the highlights of this cooperative initiative that began a few years ago resulting from the Edenton Woman's Club Touring Guide Book and the Edenton Historical Commission for museum trail signage.

He stated that at this time, there are 11 signs in the works with research for each sign taking place right now. Each sign will have a time-line, pictures and some history. A QR code will be available for the person to go to the EHC website for more info. The State is creating and paying for three of the signs because they think this is the best idea. Funding for the other signs has been given from the Woman's Club and the Edenton Historical Commission and the signs will be ready for the Easel event in April. Chairman Nixon asked about an audio portion and at this time, Bob did not know of one that was planned but did think it could be good as well. He noted the signage was originally estimated to cost around \$2,000 each and have been reduced to \$1,000 each, noting the Town will mount the signs.

Hospitality Report

Diane said it has been quiet but Valentine's Weekend was great and last weekend with better weather was good as well. Katrina is showing record months – much due to the construction taking place within our area. Also the feeder cities for her still show the areas we have targeted through advertising especially on the weekends. Susan said she is getting to see trends since up until now she did not have anything to track from but can now start seeing trends.

Media Committee Report

Ms. Barnes reviewed the Media Report and reviewed each of the Spring Ads.

Historic Edenton State Historic Site

Mr. Hopkins was not at the meeting but reminded the TDA members of Secretary Klutz's visit coming up on Friday and asked TDA members to RSVP.

Directors Report

Ms. Nicholls provided the directors report a copy is in the meeting file labeled February 23, 2016. She noted that Jessica continues to assist her part-time remotely while she works to hire the administrative assistant.

Timely and Important Matters

Steamers

Board members discussed news about the purchase of the Edenton Steamers.

YMCA

Ms. Beckwith shared as Smart Start Chair some exciting news about partnering with the YMCA and maybe even being able to incorporate the Country Club in this overall plan. The tourism tie in in looking with their facilities in Currituck and OBX – they like to include travelers with moderate costs to use their facilities, etc.

Adjourn

Being no further business, Ms. Barnes moved to adjourn the meeting. Ms. Jones seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (8-0).