

Tourism Development Authority
Regular Meeting
Tuesday, January 21, 2014
Chowan County Public Safety Center, 2nd Floor
305 West Freemason Street
Edenton, NC 27932

Present: Keith Nixon, Diane Pariseau, Katy Ebersole, Katrina Barnes, John Dowd and Jerry Climer.

Absent: Ben Speller, Giuliano Giannone and Marshal Williford

Ex-Officio members present were Nancy Nicholls, Willie Carawan, Anne-Marie Knighton, Clifton Hardison (Interim County Manager) and TDA Clerk Susanne Stallings.

Chamber Director Winn Dale State and Historic Site Director Karen Ipock were also present.

Chairman Nixon called the meeting to order.

Introduction

Chairman Nixon introduced the Interim County Manager, Clifton Hardison to the group.

Public Comment

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

Consent Agenda

Ms. Stallings noted a correction to the December minutes.

The Board reviewed and discussed the 2014 TDA meeting schedule. The Board selected the following meeting dates, January 21, February 25, April 22, June 24, August 26, October 28 and December 2nd.

Ms. Barnes moved to approve the consent agenda including the December 2013 minutes as amended and the 2014 meeting schedule. Ms. Pariseau seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (6-0).

Special Presentation

Chairman Nixon presented Dr. Peter Boehling with the Snooky Bond Tourism Award for his work and assistance with Tourism in Chowan County. Dr. Boehling thanked the Board for the recognition.

Financial Report

Mr. Carawan provided the financial report and provided information on the Budget Amendment BA 1314-040TDA.

Chairman Nixon requested that staff provide the Board with a spreadsheet showing the Occupancy Tax collection trends. He asked that it be sent out with the next meeting packet.

The Board discussed the next draw from Golden Leaf.

Ms. Nicholls stated she would check the timeline and begin the process to request another draw.

Ms. Barnes moved to approve BA-1314-040TDA. . Mr. Climer seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (6-0).

Survey Update

Mr. Climer provided the Board with a copy of the responses from the survey. He stated the survey indicates people like the water and the history in Edenton. He noted that Food, Shopping and Activities were areas of concern. He stated that locals are the greatest asset for tourism and he is working to develop a survey for locals.

Nancy provided the Board members with survey cards to put out at area businesses.

Mr. Climer stated he would like for the Chamber to help the TDA in promoting the survey at all businesses and restaurants.

Chairman Nixon recommended getting the survey cards distributed to the Marina's and the campgrounds.

Media Committee Report

Ms. Nicholls provided the Board with a copy of the Media Committee notes. She provided the Board with a copy of the proposed media schedule. She noted that Chowan County is one of 28 counties participating in the celebration of NC Craft Beer. She stated that while Chowan does not have a brewery local hospitality organizations and businesses are working and discussing some ideas to participate. She noted that Taverns and Trollies and Brews on Edenton Bay are ideas discussed.

Mr. Climer stated his concern with participation on the event and its impact on the Easels event planned at that time.

Chairman Nixon recommended the item be sent back to the Media Committee for discussion.

Mr. Dowd expressed his desire to see some marketing in military periodicals to market Chowan County and Edenton to retirees.

Visitor Services Update

Mr. Climer stated he is working with Ms. Ipock and the Visitors Center in the partnership to continue trolley tours. He stated the Barker House will be ready to open as the “Welcome Center” on February 1st.

Ms. Ipock stated the trolley will be stationed at the Barker House.

Chairman Nixon discussed the operating schedule of the Visitor Center.

Ms. Ipock noted the weekday numbers for the visitor’s center are higher than weekends because of school group tours.

She stated she will be meeting with others to iron out the details to eliminate any confusion about where to go for tours.

CRCP Update

Ms. Knighton stated the Council reviewed and authorized the submission of an application to name Edenton as a Certified Retirement Community. She stated that \$1,000 each was given by the TDA, Edenton Historical Commission and the Edenton Chowan Partnership.

Chairman Nixon asked if signage would be given when Edenton is named.

Ms. Knighton stated she would check into that.

Pembroke Creek Project and Old Jail

Chairman Nixon noted the County was awarded the grant in the amount of \$149,000 for the project at Pembroke Creek. He stated that the project is in the bidding phase and added the Recreation Director would begin working with the Marina to develop a plan for kayak rentals.

Chairman Nixon noted that he recently visited the historic jail in Beaufort County. He stated that he would like to look into getting some repairs made to the historic jail to incorporate it as a tourist location. He stated that he would like to see the jail brought to a condition where it is visitor ready.

Mr. Climer stated that the Edenton Historical Commission also encourages the restoration of the jail.

Chairman Nixon stated he would like to work with other partners such as the Sheriff’s Office and others to form a group. He stated that he will brief the Commissioners on the proposed project and bring a resolution back to the TDA Board.

MOA Field Trip Highlights

Each of the Board members commented on their experience touring the Museum of the Albemarle and each stated their satisfaction to see how well the history of Edenton is represented in the museum.

300th Wrap

Mr. Climer stated that the capsule will be buried soon. He stated a pipe to be buried is still being developed. He stated that additional contributions for the time capsule are still being solicited.

The Board discussed the use of the 300th logo and agreed that it will continue to be used on publications.

TDA Director's Report

Ms. Nicholls provided the Board with updates on her activities for the past month. She noted that the group visited the Women's Prison in Raleigh and discussed the 1-800-Visit-NC. She noted that Cycle NC has visited to look into indoor camping opportunities. She noted that Tom Howe with UNC TV will be visiting and meeting with the Chairman, County Manager and herself in the coming week.

Timely and Important Matters

Ms. Nicholls shared information on an upcoming event on UNCTV featuring Sambo Dixon and Tom Newbern.

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 (6-0).