

Tourism Development Authority
Tuesday, January 22, 2013
Town Council Chambers
504 South Broad Street
Edenton, NC 27932

Present: Keith Nixon, Ben Speller, Katrina Barnes, Diane Pariseau, Giuliano Giannone, John Dowd and Nicole Yardley. Jerry Climer arrived later.

Absent: Marshall Williford

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

Chamber Director Winn Dale was also present.

Public Comment

Chairman Keith Nixon called the meeting to order. He asked for any public comment, there was none.

Consent Agenda

Chairman Nixon presented the consent agenda which included a review of November Minutes.

Mr. Speller moved to approve the consent agenda. Mr. Giannone seconded the motion. Chairman Nixon asked for all in favor, the motion passed (7-0).

Organizational Meeting

Election of Vice-Chair

Chairman Nixon opened the floor for nominations for Vice Chairman. Mr. Dowd moved to reappoint Jerry Climer as Vice Chairman. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed (7-0).

Adopt 2013 Meeting Schedule and Committees

Ms. Nicholls provided the Board with a proposed meeting schedule for 2013. Ms. Pariseau moved to adopt the meeting schedule and select December 3, 2013 as the date for the December meeting. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed (7-0).

Resignation Announcement

Ms. Yardley provided the chairman with her resignation from the TDA Board effective January 23, 2013. She stated she and her family would be moving back to Colorado. The Board members individually thanked Ms. Yardley for her service to the TDA and told her that she would be missed.

Ms. Barnes moved to accept Ms. Yardley's resignation. Chairman Nixon seconded the motion. Chairman Nixon asked for all in favor, the motion passed (7-0).

Ms. Yardley commended the TDA on their hard work.

Committee Appointments

Chairman Nixon noted that with Ms. Yardley's resignation a vacancy would be on the 300th committee. He stated that since many of the TDA are members of the 300th committee he would not fill that appointment at this time.

Ms. Barnes moved to adopt the committee appointments. Mr. Giannone seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).

Financial Report

Finance Report/Budget Amendment

Ms. Woodley presented the Board with the financial report for December. She then presented the following budget amendment.

Mr. Speller moved to approve the budget amendment. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (7-0).

Amend Budget Increase

51-3832-530 \$1,294.00 Increase Co-op Advertising Funds with \$ Received

51-8150-370 \$1,294.00 Increase Expenditures for Periodical Advertising

Civil War Grant Opportunity for Marketing

Ms. Nicholls presented the Board with an application for the NC Civil War grant. Ms. Nicholls stated the grant is \$500 and the TDA is expected to match with \$400 and \$100 in in-kind contributions.

The Board discussed the grant and it was determined that already budgeted for FY 13-14.

Occupancy Tax Research

Ms. Woodley presented the Board with information from Macon County regarding occupancy tax registration.

Ms. Nicholls and Ms. Woodley reported that their research has determined that occupancy tax is typically charged for structures only. They reported that their research does not show that camper spaces are required to collect occupancy tax.

Ms. Knighton shared that a potential floating Bed and Breakfast has made inquiry to the Town of Edenton about rules and regulations.

The Board discussed the use and determined that type of use could be required to collect occupancy tax.

Hospitality Funding Request Updates

Nancy provided the TDA Board with a list of previous co-ops and support resources that the TDA has participated in. The Board reviewed the list.

Media and 300th Committee Reports

Mr. Giannone reported that the Media Committee did not meet in December.

Ms. Nicholls stated she would provide the Board with an updated media schedule via email before the next meeting.

Office Move Update

Chairman Nixon noted that Ms. Nicholls is now moved. He noted that there may be little to no cost incurred by the TDA for the move adding that most of the expense was picked up by ECP.

Director's Report

Nancy provided the Board with updates from the Director. She noted that she is working on obtaining an intern through a program hosted by ECU. She noted that this person will be able to assist primarily with web based needs. She added that he will be able to assist the TDA 4 hours per week and most of this will be done from his location.

Mr. Climer arrived at the meeting.

Ms. Nicholls asked if there were any known needs or issues with the website.

Mr. Climer and Mr. Giannone provided suggestions.

Golden Leaf TDA Proposal Update

Mr. Climer noted that the TDA application is going through the second round of reviews. He stated that he felt the application was in a good position. He noted there are some requirements that may disqualify other applications which better positions TDA.

Timely and Important Matters

Mr. Lamb provided the Board with information on a company that provides mass emails at a rate of over 10,000 per day. He stated that he is aware of positive references for the company and recommended that TDA look into it. He stated that the cost for one time is \$1,770. He stated he would get more information if this is something TDA is interested in. The consensus of the Board was to get more information to look into this company.

Chairman Nixon suggested that the TDA form a committee to look into getting the maximum use of Swain Auditorium. He stated that he felt the building was under marketed. He

recommended a group of the TDA visit the performing arts center in Suffolk to obtain ideas on how to promote Swain in Edenton.

Chairman Nixon discussed the ECP website and its relationship to the TDA website.

Being no further business before the Board, Mr. Climer moved to adjourn the meeting. Ms. Barnes seconded the motion, the motion passed unanimously (8-0).