

Tourism Development Authority
Regular Meeting
Tuesday, June 23, 2015
1117 East King Street
Edenton, NC 27932

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

Keith Nixon, John Dowd, Kevin Howard and Frank Jones were absent

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

Win Dale and Jessica Ebeling were also present.

Vice Chairman Speller called the meeting to order.

Approval of the Agenda

Ms. Jones moved to approve the agenda as presented. Ms. Pariseau seconded the motion. Vice Chairman Speller asked for all in favor, the motion passed unanimously (6-0).

Public Comment

Vice Chairman Speller opened the floor to public comment. There was none.

Consent Agenda

Ms. Jones moved to approve the minutes of April 28, 2015 and June 16, 2015 as presented. Ms. Pariseau seconded the motion. Vice Chairman Speller asked for all in favor, the motion passed unanimously (6-0).

Financial Report

Finance Officer Willie Carawan provided the financial report. He noted that the budget close out for April, May and June are in progress.

Public Hearing FY 2015-16 Proposed TDA Budget

Ms. Jones moved to open the floor for the public hearing on the proposed budget. Ms. Thesier seconded the motion. Vice Chairman Speller asked for all in favor, the motion passed unanimously (6-0).

Vice Chairman Speller called for any public comment on the proposed budget, there was none.

Finance Officer Willie Carawan noted that the budget is balanced with \$151,000. He noted that occupancy tax revenue is budgeted at \$120,000 and \$30,000 of Golden Leaf reimbursable from FY 14-15 will be posted in FY 2015-16. He noted that the monies would be assigned to the music and water festival.

Ms. Barnes moved to close the public hearing. Ms. Pariseau seconded the motion. Vice Chairman Speller asked for all in favor, the motion passed unanimously (6-0).

Ms. Thesier moved to approve and adopt the FY 2015-16 TDA Budget as presented. Ms. Jones seconded the motion. Vice Chairman Speller asked for all in favor, the motion passed unanimously (6-0).

Mr. Carawan left the meeting.

Golden Leaf

Ms. Nicholls reported that she forwarded information and reports to Golden Leaf in April. She stated she is scheduled to meet with Golden Leaf on the 29th and that she will report new information at a later time regarding marketing style grants from Golden Leaf.

Resident Survey Results

Ms. Nicholls provided the Board with the results of the resident survey.

Mr. Speller stated that he felt the input from the business community is valuable.

Ms. Nicholls stated the survey confirms that the waterfront is key. She noted the survey will be shared by the state with other small communities to help in developing tourism.

Media Committee Report

Advertising Activities

Ms. Nicholls reported that with regards to advertising the number of magazine publications would be limited to increase the frequency for recognition. She provided a listing of the proposed projects and budget for advertising. She noted that digital and TV including social media advertising is also included.

Promotional

Ms. Nicholls shared successes from the promotional media campaigns. She noted that radio, signage, video and billboards will be included in the FY 2015-16 plan. She noted that much of the promotional success in FY 14-15 can be attributed to the grant from Golden Leaf.

Strategic Plan

Ms. Nicholls noted that there have been discussions regarding an integrated strategic plan for FY 2015-16.

Mr. Speller stated that Bertie County has indicated some interest in a co-op advertising campaign and stated he would provide Ms. Nicholls with more information.

Edenton Steamers

Ms. Barnes stated that in February the TDA gave the Edenton Steamers \$5,000 for advertisement. She stated that the Steamers did more advertising with these monies (including radio).

Ms. Nicholls stated these grant monies provide more marketing for Edenton/Chowan County and she feels this was a great use of the funds.

Directors Report

Ms. Nicholls provided the directors report highlighting activities of the TDA. She noted the success of National Tourism Day. She noted she is working with ECU and seeking input from regional partners for the Land of Water (balancing nature and commerce planning). She stated the Music and Water Festival was another success. She noted that Scotch Hall has added Salmon Creek Water Sports with Jet Ski, pontoon boat, paddle boat, kayak and paddleboard rentals.

Timely and Important Matters

Pembroke Creek Status

Board members requested that Ms. Stallings provide an update on the status of the Pembroke Creek enhancement project. Ms. Stallings will email that information.

Golden Leaf Reflection

Mr. Speller stated his appreciation of Nancy and the Media Committee's hard work on the Golden Leaf Grant project.

Hospitality Update

Ms. Barnes noted that DC has moved to #3 on the top 10 list of feeder cities. She noted it is #2 on the weekends. She stated she feels that this is one way to track the success of the Golden Leaf marketing.

The Board discussed the need to increase marketing in the Hampton Roads area.

Adjourn

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