

Tourism Development Authority
Regular Meeting
Tuesday, October 28, 2014
Edenton Town Council Chambers
504 South Broad Street
Edenton, NC 27932

Present: Keith Nixon, Diane Pariseau., Katrina Barnes, Ben Speller, Adele Jones, Giuliano Giannone, John Dowd and Jerry Climer.

Absent: Katy Ebersole

Ex-Officio members present were Nancy Nicholls, Willie Carawan, Anne-Marie Knighton, Kevin Howard and TDA Clerk Susanne Stallings.

Win Dale with the Chamber of Commerce and Jennifer Harriss with Destination Downtown were also present.

Chairman Nixon called the meeting to order.

Public Comment

Nancy Nicholls introduced the new assistant to the TDA, Chamber and ECP, Jessica Gulley who began work on September 2, 2014.

Chairman Nixon called for public comment, there was none.

Consent Agenda

Chairman Nixon presented the consent agenda which included the minutes of August 26, 2014. Mr. Speller moved to approve the consent agenda as presented. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (8-0).

Administration of Oath

Board Clerk Susanne Stallings administered the oath of office to TDA Board member, John Dowd who was recently reappointed by the Board of Commissioners.

Financial Report

Finance Officer Willie Mack Carawan presented the finance report noting an ending balance of \$103,339. He then reviewed the budget lines that include the Golden Leaf grant.

Mr. Climer asked for clarification on moving monies from the Golden Leaf line.

Mr. Carawan explained that he is preparing to draw the third \$30,000 and will review all the charges within the TDA Budget that should be included in the TDA portion of the grant for reporting purposes. He stated he would discuss with Pat Cabe of Golden Leaf about moving monies within the Golden Leaf line.

Nancy stated she would review the October report with Golden Leaf.

Mr. Carawan then presented **BA 1415-004**.

Account Code	Description	Old	+ or (-)	New
Tourism Development Authority:				
51-8150-261-00	Office Supplies	1,100.00	342.00	1,442.00
51-3990-990-00	Fund Balance	(6,000.00)	(342.00)	(6,342.00)
		Balanced:	(4,900.00)	-
				(4,900.00)
Justification:				
<i>Additional funding needed to purchase office shelving</i>				

He stated the purpose of the amendment would be to cover the expense of the purchase of office shelving.

Mr. Climer moved to approve the budget amendment as presented. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (8-0).

Chairman Nixon asked if a budget amendment was available based on the motion at the last TDA meeting to cover the position.

Mr. Carawan stated he would provide the amendment at the next TDA meeting.

Mr. Carawan then left the meeting

TDA Organizational Overview

Chairman Nixon stated that he inadvertently appointed a quorum of the TDA to the media committee. He explained that typically appointments are reviewed in December and he stated he would have to have 4 members or less appointed to the committee. He stated he would bring back appointments to the next meeting. He asked that Board members let him know of their interest in continuing to serve on the Media Committee.

Survey Update

Mr. Climer provided the Board with a revised version of the visitor survey. He stated he would also provide the TDA with a draft of the resident survey. He stated he hoped to begin the resident survey campaign after the Christmas tour. He stated the TDA has appropriated \$300 for the survey drawing. He stated that he hoped to share the resident survey with local businesses and accommodations. He stated that with regards to the visitor survey he hoped to share verbatim responses from the visitor survey with local businesses and accommodations.

Chairman Nixon asked how many participants have completed the visitor survey.

Mr. Climer stated around 130 people have completed the survey. He stated he hoped to advertise the resident survey in the local paper. He stated that he would like to go forward with increasing the Survey Monkey to the next level which will provide more insight on the data collected.

Ms. Nicholls stated she would work on this.

Wayfinding Signs Phase I

Jennifer Harris with Destination Downtown and Town Manager Anne Marie Knighton provided the Board with information based on feedback regarding the Wayfinding signage prototypes for Phase I. She stated that the majority of the comments have been that the red/white and blue signs and directional signs have received the most positive feedback.

Mr. Speller asked about lighting for the signage.

Ms. Harriss stated she would make sure the signage is reflective and easy to read at night.

Mr. Climer asked for clarification on the parking lot signage.

Ms. Knighton clarified the signage which would be included in the parking lot at the waterfront.

Chairman Nixon stated he would like to see a sign placed at the intersection of Hwy 32 and Broad Street at the post office.

Ms. Knighton stated she would look into this.

The Board provided additional feedback noting the visitor center, restrooms and parking in the signage.

Wayfinding Signs Phase II

Mr. Climer stated that there has been discussions regarding proposed signage for phase II the "walking museum" signage. He stated the Women's Club is planning to update their visitor books and recommended the Board look into identifying a tour trail for the signage in phase II and coordinate with the book update coming early in 2015. He recommended that the TDA consider funding the signage for Phase II with the \$6,000 allocated in FY 2014-15.

Chairman Nixon noted these funds are allocated for Phase I and no monies have been identified for Phase II in the TDA Budget. He asked if the consultant has provided a cost estimate for Phase II.

Ms. Nicholls stated that she has spoken with neighboring organizations about the costs for walking museum signs in other communities some of the costs range from \$1,200 to \$2,000 per sign. She stated she is waiting to hear from Currituck on the costs of their signs.

Mr. Climer stated he felt the TDA should be involved in the design of the signage.

Chairman Nixon stated he would recommend that the TDA form a committee to design a plan for a walking museum and the signage. He stated that he hoped this committee would also seek assistance from local groups and grant monies.

Mr. Dowd recommended the committee look into selling the name plaques for the walking museum signage similar to the plaques on the benches downtown.

The consensus of the Board was to form a committee to work on a plan for the walking museum.

(This item was discussed later in the meeting during Timely and Important Matters)

Media Committee Report

Ms. Nicholls provided the TDA with a written report from the Media Committee.

Ms. Knighton stated the Town is requesting assistance from the TDA for a co-op with Sail NC to host a regatta in Edenton. She stated that Edenton has been identified as a good spot for a regatta practice runs before larger national events.

Mr. Climer stated that next year there will be reduced monies in the media budget with the loss of Golden Leaf monies.

Ms. Nicholls stated that there is momentum building with this group. She stated the request is for \$1,000 annually.

Ms. Barnes stated that she felt the project was worthwhile and would bring people to the waterfront.

Chairman Nixon recommended the request go before the Media Committee and the committee bring a recommendation to the full Board at the December meeting.

Ms. Knighton stated the request is not reoccurring and could be reviewed annually.

1886 Roanoke River Lighthouse

Ms. Nicholls stated the lighthouse remains active with school and adult group tours.

Director's Report

Ms. Nicholls provided the TDA with a PowerPoint highlighting her activities for the past several months.

Mr. Dowd left the meeting.

Timely and Important Matters

Mr. Climer asked if the Clerk would provide the minutes of the TDA within a week of the meeting.

Mr. Howard noted the Hotel Hinton is scheduled to close by the end of November.

Chairman Nixon stated that Pembroke creek construction would begin in the next two weeks. He stated he would like for TDA to assist with a grand re-opening or ribbon cutting.

Chairman Nixon suggested that TDA look into marketing for 5K races.

Ms. Knighton stated that the future use of the Northeast Partnership building has recently been discussed by the Town Council. She stated the Council has hired an appraiser for the property. She stated the Council is discussing options for future use or sale of the building.

Chairman Nixon stated he felt the Council should monopolize on the building location near the waterfront, he stated he felt the property was very important and recommended the TDA express their desire to attract a use that would enhance tourism at the waterfront.

The Board discussed proposed uses such as a restaurant, museum or other commercial use.

Mr. Climer stated he would like for the TDA to consider moving forward with his request to work with the women's club for their book and the walking museum.

Board members discussed the Women's Club Book and the time frame for turn-around in printing of the book.

Ms. Barnes stated she did not feel that the TDA needed a committee to review signage for the walking museum. She stated she felt the TDA should take a position on the walking museum by providing a grant to assist in funding the proposed Phase II. She stated she felt another organization or committee should take the lead in planning the walking museum. She moved that the TDA form a grant committee, rather than a walking museum signage committee, to identify funds and partner with organizations seeking specific project funding. Mr. Speller seconded the motion.

Mr. Speller stated he felt it is important to have a committee that reviews the signage for a walking museum.

Ms. Stallings noted that because the Board did not vote to excuse Mr. Dowd, his vote would be counted as an affirmative vote.

Mr. Climer stated he was not in favor of creating a grant committee and stated he felt the TDA should be involved in planning the walking museum.

Being no further discussion, Chairman Nixon asked for all in favor, the motion passed (7-1 Climer).

Ms. Knighton stated she felt the Council would welcome input from the TDA regarding the use of the partnership building.

The Board discussed drafting a resolution from the TDA Board.

Ms. Knighton stated she did not expect a report from the appraiser until December.

The Board discussed having the Chairman speak on behalf of the TDA to the Council.

Mr. Climer moved to authorize the Chairman to speak on behalf of the TDA to the Council, to request that the Council consider the future use of the building to promote tourism and commerce in Edenton and Chowan County. Mr. Speller seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (8-0)

Adjourn

Being no further business, Mr. Speller moved that the meeting be adjourned. Ms. Barnes seconded the motion. Chairman Nixon asked for all in favor, the motion passed unanimously (8-0).