

**Tourism Development Authority  
Meeting  
Tuesday, December 4, 2018  
12:00pm  
Town Council Chambers  
504 South Broad Street  
Edenton, NC 27932**

Present: Don Faircloth, Diane Pariseau, Tyler Russell and Ben Speller.

Susan Beckwith was present by phone.

Absent: Frank Jones, Teresa Thesier, John Dowd, and Katrina Barnes

Ex-Officio Members present were Anne-Marie Knighton, Nancy Nicholls, Cathy Smith and Susanne Stallings Clerk

Guest present Win Dale

Chairman Faircloth called the meeting to order.

**Approval of Agenda**

Mr. Speller moved to approve the agenda as amended. Ms. Pariseau seconded the motion. Chairman Faircloth asked for all in favor, the motion passed unanimously (5-0).

**Public Comment**

There was none

**Consent Agenda**

A. Review and acceptance of October 23, 2018 minutes

Mr. Speller moved to approve the minutes as presented. Mr. Russell seconded the motion. Chairman Faircloth asked for all in favor, the motion passed unanimously (5-0).

B. 2019 Meeting Dates

Mr. Speller moved to approve the meeting dates as presented. Mr. Russell seconded the motion. Chairman Faircloth asked for all in favor, the motion passed unanimously (5-0).

**Financial Report**

Ms. Smith provided the Finance Report and highlighted that the TDA was slightly over budget due to encumbrances.

**Budget Amendment**

Ms. Smith presented the Budget amendment BA1819-026

Account Code	Description	Old	+ or (-)	New
<b>Tourism Development Authority</b>				
51-3815-530-00	Co-Op Monies	(116.75)	(100.00)	(216.75)
51-8150-261-01	Co-Op Office Supplies	461.45	100.00	561.45
51-3832-530-00	Co-Op Advertising	(2,750.00)	(500.00)	(3,250.00)
51-8150-370-01	Co-Op Advertising	2,750.00	500.00	3,250.00
<b>Balanced:</b>		<b>344.70</b>	<b>-</b>	<b>344.70</b>
<b>Justification:</b>				
<i>To amend the budget to include Co-Op monies for TDA through October 2018</i>				

Mr. Speller moved to approve the budget amendment as presented. Mr. Russell seconded the motion. Chairman Faircloth asked for all in favor, the motion passed unanimously (5-0).

### **Tourism Award**

Nancy noted that the last survey of the Board it was recommended to nominate Sally Francis Kehayes for the 2018 Tourism Award.

Mr. Speller moved to nominate Sally Francis Kehayes. Mr. Russell seconded the motion. Chairman Faircloth asked for all in favor, the motion passed unanimously (5-0).

Ms. Beckwith disconnected from the call.

### **Media Report**

Ms. Nicholls reviewed the media committee report. A copy of the report is in the meeting file labeled December 4, 2018.

Ms. Knighton shared that the Town will hosting a media tour. She stated this will be done in May and there will be about 8-10 writers. She stated the Town will pay for accommodations and meals for the writers.

### **TwoSix Digital**

Ms. Nicholls reviewed a new strategy where the TDA will work with Kip Shaw to set up the website to learn more about the social media following. The consultants said the website currently is great this will just enhance what we already have.

### **350<sup>th</sup> Update**

Mr. Speller and Ms. Nicholls shared information from the final wrap up for the year. The State would like to see the boat event continued but they would like it privatized for insurance purposes.

### **Directors Report**

Nancy provided the Directors report. A copy is in the meeting file labeled December 4, 2018.

### **Hospitality Update**

Everyone shared what was going on with their organization.

### **Timely and Important Matters**

Ms. Nicholls noted that Scott Mason will be in town Thursday to sign books.

Ms. Pariseau noted that there were inquiries about private homes being opened to the Cycle NC participants. She noted the site states to contact Steve Lane.

### **Adjourn**

Being no further business, Chairman Faircloth declared the meeting adjourned.