

**Tourism Development Authority
Meeting
Tuesday, February 26, 2019
12:00pm
Town Council Chambers
504 South Broad Street
Edenton, NC 27932**

Present: Don Faircloth, Diane Pariseau, Tyler Russell, Teresa Thesier, Katrina Barnes and Ben Speller. Susan Beckwith came in later.

Absent: Frank Jones and John Dowd

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

Guest present Win Dale, Melissa Radke, Rebecca Badgett and Elizabeth Bryant.

Chairman Faircloth called the meeting to order.

Approval of Agenda

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

Public Comment

There was none

Consent Agenda

A. Review and acceptance of 1/22/19 minutes

Mr. Speller moved to approve the minutes as presented. Ms. Barnes seconded the motion. Chairman Faircloth asked for all in favor, the motion passed unanimously (6-0).

Financial Report

Ms. Smith provided the Finance Report and highlighted that the TDA revenues and expenditures were up. She noted that this included encumbrances for the whole year.

Budget Amendment

Ms. Smith presented the Budget amendment BA1819-047.

Account Number	Account Description	Revenue (Inc+/Dec-)	Expense (Inc+/Dec-)
TDA			
51-3815-530-00	Co-Op Monies	36.80	
51-8150-261-01	Co-Op Office Supplies		36.80
51-3832-530-00	Co-Op Advertising	3,700.32	
51-8150-370-01	Co-Op Advertising		3,700.32
51-3839-894-00	*Music & Water Festival	2,050.00	
51-8150-826-00	*Music & Water Festival		2,050.00
	Balanced	5,787.12	5,787.12
Justification:			
<i>To amend the 2019 budget for TDA to include Co-Op and Discretionary income through January 2019</i>			

Mr. Thesier moved to approve the budget amendment as presented. Ms. Barnes seconded the motion. Chairman Faircloth asked for all in favor, the motion passed unanimously (6-0).

2018 TDA Audit

Ms. Smith provided the Board with the 2018 audit. She noted that the Auditor shows \$26,000 was put in fund balance the previous year.

Ms. Beckwith joined the meeting.

Short Term Rental Update

Ms. Knighton introduced Rebecca Badgett with the UNC School of Government who had presented to the Town Council on Monday evening regarding the Town's draft ordinance proposal and that this framework may become a model for other small towns once it is finalized. A PowerPoint presented was on the Town website. The Council asked that the ordinance look at whole house but there is a concern with "home stay" for one room rentals. The Council also did not want to allow food service. Ms. Badgett will follow up from the questions brought up at the Town Council Meeting, then it would need to go to the Planning Board for review. The draft would again be shared with traditional accommodations and Short Term Rentals (STR) that they know of before going further.

Ms. Badgett went over some of the other cities that have permitting in place such as Asheville, Blowing Rock, Brevard – none are permitted by ordinance. Cornelius, Lake Lure, Wilmington have permits to include parking placard in the vehicles.

Ms. Beckwith asked Melissa about the \$1,000 penalties.

Ms. Radke explained that the Tax office had contacted as many as they know of and can print off of Airbnb, VRBO, etc. if nothing is reported by the 15th of the month the penalty comes into play. They have found 22 Airbnb in Town 8 of them are traditional, 7 STR – whole house except one rooms in a house. Right now the ordinance is addressing whole house STRs.

Ms. Beckwith discussed Federal Regulations regarding ADA and how even the website needs to say ADA – ADA.gov law firms are notifying those non-compliant and also need to tag photos ADA. She stated her concerns that other accommodations may not be aware of these requirements.

Ms. Radke noted there is a 30-day appeal period and only a penalty on what has been collected. The Board discussed the date of the 20th of the month may line up better for accommodations and Melissa will look into the statutory requirements and the policy for post-marked payments. She noted the penalty is covered in the statute.

Board members thanked Ms. Badgett and Ms. Radke for their work on this matter.

Media Report

Ms. Barnes and Ms. Thesier reviewed the media committee report. A copy of the report is in the meeting file labeled February 26, 2019.

Long Term

Welcome Signage

Ms. Nicholls provided the Board with examples of signage from Carver signs and Welcoming Signs. The posts will be 4x4 with a vinyl sleeve. The estimates are \$837 per sign and the cost for the vinyl kits will be \$928 per sign.

Website Changes

Ms. Nicholls reviewed changes to the website to coincide with the strategic marketing plan received from Two Six Digital.

Hospitality Update

Everyone shared what was going on with their organization.

Directors Report

Nancy provided the Directors report. A copy is in the meeting file labeled February 26, 2019.

Timely and Important Matters

There were none

Adjourn

Being no further business, Mr. Speller moved to adjourn the meeting. Ms. Thesier seconded the motion. Chairman Faircloth asked for all in favor the motion passed unanimously (7-0).