

Tourism Development Authority
Meeting
Tuesday, April 24, 2018
12:00pm
Town Council Chambers
504 South Broad Street
Edenton, NC 27932

Present: Don Faircloth (came in late), Ben Speller, Katrina Barnes, Diane Pariseau, Susan Beckwith, John Dowd and Theresa Thesier

Absent: Tyler Russell and Frank Jones

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

Guests present Elizabeth Bryant, Win Dale and Bob Hopkins

Vice Chairman Ben Speller called the meeting to order.

Approval of Agenda

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

It was noted a budget amendment should be added to the agenda.

Ms. Thesier moved to add the budget amendment. Ms. Barnes seconded the motion. Vice Chairman Speller asked for all in favor, the motion passed unanimously (6-0).

Public Comment

There was none

Consent Agenda

A. Review and acceptance of March 20, 2018 minutes

A correction was noted to remove Susan and Diane from the swearing in. Ms. Barnes moved to approve the minutes as amended. Ms. Thesier seconded the motion. Vice Chairman Speller asked for all in favor, the motion passed unanimously (6-0).

B. Reappointed Board Members Swearing In

Mr. Jones was not present for swearing in

Financial Report

Financial Report

Ms. Smith provided the Finance Report and highlighted that the TDA was on schedule and under budget.

Ms. Beckwith asked for a breakdown of revenues for Airbnb. She stated it only pays one sum so no way to show breakdown. Ms. Smith stated she would check to see if it can show if more coming from sharing economy and less from traditional.

Ms. Barnes shared that Occupancy Tax is not shown by each accommodation – only the sum collected so Airbnb would be an amount and the total of traditional accommodations so showing the percentage collected through Airbnb.

Mr. Faircloth joined the meeting.

Proposed 2018-19 TDA Budget

Ms. Smith provided the proposed FY 2018-19 TDA Budget.

Ms. Nicholls shared the budget message:

Dear Chowan County Tourism Development Authority Board Members,

Attached you will find the proposed 2018/2019 Chowan County Tourism Development Authority Balanced Budget.

The Proposed Budget includes the following:

- Occupancy Tax Revenue of \$149,533 (increase of \$5,614 over prior year).
- A two-page budget which covers total activity for FY 2017, current amended budget for 2018, year-to-date activity for current FY through 01/31/18, and proposed budget for 2019 for your review.
- Decrease of \$2,880 in Hospitalization (budgeted as if on county insurance plan in 2018)
- Increase of \$1,000 in Printing
- Increase of \$1,000 in Advertising
- Increase of \$200 in Signage
- Increase of \$2,400 in Promotional/Ambassadors
- Increase of \$400 in Digital Advertising

Budget passing procedure:

- April 24, 2018 – Regularly Scheduled TDA Board Meeting – Proposed 2018-2019 Budget presented for review
- June 26, 2018 – TDA Board Meeting – public hearing – review and adopt budget

Budget Amendments

MBA 1718-041

Account Code	Description	Old	+ or (-)	New
Tourism Development Authority				
51-3839-894-00	*Music & Water Festival	(3,075.00)	(2,880.00)	(5,955.00)
51-8150-826-00	*Music & Water Festival	6,418.06	2,880.00	9,298.06
Balanced:		3,343.06	-	3,343.06
Justification:				
<i>To amend the budget to include Discretionary income for TDA through March 2018</i>				

Mr. Speller moved to approve the budget amendments as presented. Ms. Thesier seconded the motion. Chairman Faircloth asked for all in favor, the motion passed unanimously (7-0).

Media Report

Ms. Thesier went over the info shared from Marlise during our last meeting and Nancy would check with Michelle Reino to make sure what we have picked out that the TDA would like to Partner with Visit NC is still available so we can commit. The committee needs to figure out how we can be a part of the Instagram project in November also.

350th Update

Bob shared that the regional panels were here on display at the visitor center and during the boat tour would be on display in the courthouse. He reminded everyone about the welcome reception on Friday evening from 5-7 pm and that we had already sent books from the Edenton Historical Commission and a commemorative plate from the Iredell House for their Welcome/Goodbye bags. The next regional meeting would be tomorrow 4/25 in Elizabeth City.

With regards to the local committee, it meets monthly and is working on upcoming events to include a Heritage Day from Pirates to Peanuts on Saturday, 10/6 in cooperation with the Peanut Festival. Ben has contacted some Native American Tribes and Natalie Harrison has contacted several 1800-1900 historic re-enactors to demonstrate on the Courthouse Green and the Air Force Rhythm n Blues looking to perform.

Sharing Economy Update

Elizabeth Bryant updated everyone on the sharing economy and how the Council was looking at the zoning and safety. Diane and Susan had presented current information to the Council during the last Council meeting.

Town of Edenton Branding Initiative

Anne-Marie went over the Town of Edenton Branding Initiative that Eckel and Vaughan presented to the Town Council – as they look to grow the population with young mobile workers, new businesses, retirees and young families that would like to be a part of our community and enjoy our quality of life. Next they will set up meetings with partners to support and co-op on what is being adopted. A Media FAM, Co-op with Visit NC, showcase our history and outdoor recreation. A mini version of Harris’s presentation will be available for all partners to see.

Hospitality and Organization Updates

The Easels Weekend had been great for all accommodations with many of them being returning guests. The Table had sold out and everyone loved the event/workshops/art, etc.

Ben mentioned that both the Arts Council and Penelope Barker House Welcome Center had lots of activity and good sales.

Katrina was able to open 10 of the new rooms for Friday evening and 3 different ladies came a result of the Candlelight tour.

Win passed out his new maps, talked about the upcoming golf tournament and Edenton Music and Water Festival.

The 51 House was working with Diane Nordstrom on a Wedding Expo to be held in the new event room in early May with sample foods, flowers, event planners, caterers, and lodging,

Golden Leaf – Kevin went over the initiative that includes rural counties in the NE and as part of Chowan's request, we have asked other counties to partner on a regional marketing and promoting program – at this juncture 5 neighbors would like to be involved. A meeting for all that are part of the planning will take place in Edenton at the 1767 Courthouse in May – 11 million for 17 counties.

Directors Report

Nancy provided the Directors report. A copy is in the meeting file labeled April 24, 2018.

Timely and Important Matters

Bob Hopkins told the board that Michelle Lanier had been appointed Director of State Historic Sites.

Adjourn

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