

**Tourism Development Authority
Meeting
Tuesday, August 21, 2018
12:00pm
Town Council Chambers
504 South Broad Street
Edenton, NC 27932**

Present: Don Faircloth, Ben Speller, Diane Pariseau, Tyler Russell and Katrina Barnes (by phone).

Absent: Frank Jones, John Dowd, Susan Beckwith and Theresa Thesier,

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

Guests present Win Dale and Elizabeth Bryant

Chairman Faircloth called the meeting to order.

Approval of Agenda

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

It was noted the Board would review all items needing a vote first.

Consent Agenda

A. Review and acceptance of June 26, 2018 minutes

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

Financial Report

Budget Amendment

Ms. Smith presented the Budget amendment BA1819-005

Account Code	Description	Old	+ or (-)	New
Tourism Development Authority				
51-8150-826-00	*Music & Water Festival	-	5,353.56	5,353.56
51-3990-990-01	FB Approp - Music & Water Festival	-	(5,353.56)	(5,353.56)
51-8150-261-01	Office Supplies - Coop	-	344.70	344.70
51-3990-990-00	FB Appropriation	-	(344.70)	(344.70)
	Balanced:	-	-	-
Justification:				
<i>To amend the 2019 budget to include carry-forward balances from 2018 for Discretionary and Coop Income</i>				

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

Resolution of Support

Ms. Nicholls noted the Board previously asked for a resolution to be brought for consideration in support of the Town/TDA partnering for strategic marketing.

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

**RESOLUTION IN SUPPORT OF THE TOWN OF EDENTON'S
STRATEGIC MARKETING AND PROMOTION PLAN**

Whereas, A summary of the Town of Edenton's Strategic Marketing and Promotion Plan to help grow the Town and County's population has been reviewed by members of the Chowan County Tourism Development Authority, and

Whereas, the Tourism Development Authority agrees to be included in the Town of Edenton's Strategic Marketing and Promotion Plan coordinated in partnership with the Town and,

Whereas, the Chowan County Tourism Development Authority understands that the Town of Edenton will also present their plan to other Town of Edenton and Chowan County organizations for inclusion and also welcomed to participate; and,

Whereas, the Town of Edenton shall coordinate, manage and implement the Town of Edenton's strategic marketing and promotion plan; and

Whereas, All Strategic Marketing and Promotion plans and budgets must be approved by the Town Council and Tourism Development Authority board members where appropriate; and,

Whereas, The Chowan County Tourism Development Authority understands that it shall only be responsible for funding to meet the expenses for co-operative partnering projects by both organizations for preparing and submitting.

NOW, THEREFORE, BE IT RESOLVED THAT: The Chowan County Tourism Development Authority Board Members supports partnering efforts to attract more visitors, people looking to relocate, retirees and business recruitment in growing the Town and County population.

Adopted this the 21st day of August, 2018.

Following this Ms. Barnes disconnected from the call.

Public Comment

There was none

Financial Report

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

Media Report

Ms. Nicholls reviewed the media committee report. A copy of the report is in the meeting file labeled August 21, 2018.

350th Update

Ms. Nicholls reviewed the highlights from the local meeting. She shared the schedule in place for the 10/6 activities and Mr. Speller went over all that will be taking place in October with the tea party and Elizabeth Vann Moore Program for Katherine Bashir with Dr. Jeffery Crow and Oldest House; Native American dinner on November 17th; and Grand Opening of Old Jail.

Sharing Economy

Ms. Knighton went over what was shared with the Town Council regarding what Municipalities could do as far as Short Term Rentals are concerned. She noted things such as insurance not covered under Home Owners/fire and carbon monoxide safety/Parking/taxes for businesses as well as occupancy/form a registry were the highlights of the conversation. She noted the Town Attorney will be at the August Town Council Meeting to share what the Town statutory authority to even do. She noted that three towns in NC have adopted any kind of regulations.

Board members discussed their concerns with regards to parking, life safety matters and taxation and regulation.

Chairman Faircloth stated he had to leave the meeting and turned the gavel over to Vice Chairman Speller.

Golden Leaf

Ms. Knighton noted that the group met in May with Golden Leaf and went over the projects Chowan had in mind and were led to believe all ok for us to move forward with our letter of inquiry in September.

Hospitality and Organization Updates

Ms. Pariseau reported that July and August were good months

Mr. Russell stated that the Steamers season had wound up fairly well after a tough first half. He gave an overview of what the future could be for the Steamers and stated that the owner plans to keep an Edenton Steamers baseball team here. He stated the move the Coastal Plain League to Mint Hill then we become part of the Carolina/VA league will be much more affordable.

Members of the Board stated they felt the economic impact on our community with summer baseball is wonderful

Directors Report

Nancy provided the Directors report. A copy is in the meeting file labeled August 21, 2018.

Timely and Important Matters

There were none.

Adjourn

Being no further business, Ms. Pariseau moved to adjourn the meeting. Mr. Russell seconded the motion. Vice Chairman Speller asked for all in favor, the motion passed unanimously (5-0).