

Tourism Development Authority
Regular Meeting
Tuesday, February 28, 2017
504 South Broad Street
Edenton, NC 27932

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

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

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

Win Dale and Bob Hopkins were also present.

Chairman Don Faircloth called the meeting to order.

The newly appointed Finance Officer for Chowan County, Cathy Smith was introduced to the TDA Board.

Approval of the Agenda

Chairman Faircloth asked if there was any objection to agenda, (there was none).

Mr. Speller then moved to approve the agenda approved as amended. Ms. Pariseau seconded the motion, the motion passed unanimously (5-0).

Public Comment

Chairman Faircloth opened the floor to public comment. There was none.

Consent Agenda

Chairman Faircloth presented the January 24, 2017 minutes.

Minutes

Ms. Barnes then moved to approve the minutes as presented. Mr. Russell seconded the motion, the motion passed unanimously (5-0).

Budget Amendment

Ms. Smith provided the Board with a budget amendment for the \$5,000 of TDA matching funds previously approved by the TDA Board but not transferred in the current budget.

Ms. Barnes then moved to approve the budget amendment as presented. Mr. Speller seconded the motion, the motion passed unanimously (5-0).

Financial Report

Ms. Smith reviewed the Financial Report showing that the TDA was on target for revenues.

Media Committee Report

Updated Information

Ms. Barnes provided the Board with updates from the Media Committee and provided highlights from the months of January and February. A copy of the media committee report is in the meeting file labeled February 28, 2017.

Amend Agenda

Ms. Nicholls requested permission to change the order of items on the agenda.

Hospitality Updates

Ms. Pariseau shared that February numbers are up over the previous year.

Ms. Barnes shared that 2016 was better for her accommodation but added February has had good days.

Historic Edenton State Historic Site

Mr. Hopkins shared information from the Visitors Center. He noted that visitation is up. He shared information on upcoming events including a visit from the NC Supreme Court in May.

Timely and Important Matters

Broadband Survey

Chamber Director Win Dale shared the Broadband Survey with the Board and asked that Board members share it with their contacts and encourage participation.

History worth Repeating

Ms. Knighton and Ms. Nicholls shared information on a website recently developed jointly with the between the Town of Edenton, Warrenton and Halifax the website will launch on April 4th and will have a passport program.

Existing Tourism Product

Ms. Nicholls provided the TDA with a review of the existing website Visit Edenton. She noted that a recent review of tourism products encouraged more information on outdoor recreation here. She stated that information on the kayak and canoe rentals will be added (Pembroke Creek) and she noted that the Town is looking into a bike rental program as well. She stated it was recommended hours of availability need enhancement and a page for unique events should also be created.

She stated the TDA is encouraged to look at ways to enhance the website for visitors and to make it more visitor friendly. She added that reviews on Trip Advisor for local businesses are invaluable and encouraged businesses to add their information there.

Director's Report –

Nancy provided a copy of the director's report. A copy is in the meeting file labeled February 28, 2017. She highlighted the upcoming 2018 350th anniversary celebration of Chowan County. She shared information on the upcoming Pilgrimage.

Adjourn

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