

**Tourism Development Authority
Meeting
Tuesday, June 26, 2018
12:00pm
Town Council Chambers
504 South Broad Street
Edenton, NC 27932**

Present: Don Faircloth, Theresa Thesier, Ben Speller, Diane Pariseau, Tyler Russell

Absent: Frank Jones, John Dowd, Susan Beckwith and Katrina Barnes

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

Guests present Win Dale and Bob Hopkins

Chairman Faircloth called the meeting to order.

Approval of Agenda

Ms. Thesier 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).

Public Comment

There was none

Consent Agenda

A. Review and acceptance of April 28, 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

Financial Report

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

Proposed 2018-19 TDA Budget

Mr. Speller moved to go into public hearing. Ms. Thesier seconded the motion. Chairman Faircloth asked for all in favor, the motion passed unanimously (5-0).

Chairman Faircloth asked for any public comment on the budget, there was none.

Ms. Thesier moved to close the public hearing. Mr. Speller seconded the motion. Chairman Faircloth asked for all in favor, the motion passed unanimously (5-0).

Ms. Smith provided the proposed FY 2018-19 TDA Budget. She noted an increase for the Director salary to cover the Commissioner approved salary increase.

Ms. Pariseau asked for clarification on the increased revenues.

Ms. Smith explained this was done to balance the budget.

Being no further discussion, Ms. Thesier moved to approve the budget. Ms. Pariseau seconded the motion. Chairman Faircloth asked for all in favor, the motion passed unanimously (5-0).

Cathy then shared the sharing economy spread sheet showing the percentages of Airbnb collections compared to traditional in the past two years. A copy of the report is in the meeting file labeled June 26, 2018.

Town of Edenton Branding Power Point

Ms. Knighton shared the Town's Strategic plan PowerPoint noting the following highlights.

- Key partners
- Grow populations
- Local people biggest asset
- Lack of sharing of what each organization in the economic realm for town and county – chamber willing to convene the groups together
- Goals – new messaging – examples share/ increase website visitation and social media sites by 10% - 15%
- Audience –
- Site Selectors – businesses to come here
- Residents – young professionals, empty nesters, retirees, military, federal govt, etc
- Message - #1 town
- Positioning Statement – Core Points – choice, authentic, engaged, friendly, real
- Key message – choice, creative
- Tactics – sharing the plan
- Accountability – measure success
- Taglines - everyone can use such as Edenton & The Art; Edenton & Things to See and Do, etc.
- \$50,000 has been put into the Town's 18/19 budget

The Board discussed doing a resolution to support the Town's initiative. The Board by consent approved the drafting of a letter to the Edenton Town Council to note the TDA Board will adopt a resolution at the next regular meeting in August.

Mr. Faircloth had to leave the meeting, he turned the gavel over to Vice Chairman Speller.

Media Report

Ms. Thesier went over the info brochures/video need for the Ferry Co-op.

350th Update

Ms. Nicholls reviewed the highlights from the meetings. She shared the regional passport and noted that additional can be received if needed. She stated the local group is planning for fall celebrations.

Golden Leaf

Mr. Howard gave an overview of the full meeting here in May and how the mobile unit Bertie and Chowan were looking for together did not look like it would be funded. He noted that workforce development with the high school for students to be job ready would be funded differently leaving funding for two projects for Chowan. He noted it is limited in what we can apply for – Agriculture; Economic Development; Work Force Development and Health Care and all are supposed to have a regional approach. He stated that all Counties will need to have their letter of inquiry in by September.

Hospitality and Organization Updates

All reported that June has been a good month. Many saw the UNC feature on Edenton and felt it was helpful for promotion. Barker House visitation is up.

Directors Report

Nancy provided the Directors report. A copy is in the meeting file labeled June 26, 2018.

Timely and Important Matters

There were none.

Adjourn

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