

Tourism Development Authority
Meeting
Tuesday, March 20, 2018
12:00pm
Town Council Chambers
504 South Broad Street
Edenton, NC 27932

Present: Don Faircloth, Tyler Russell, Ben Speller, Katrina Barnes, Diane Pariseau, Susan Beckwith and Theresa Thesier

Absent: Frank Jones and John Dowd

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

Guests present Marlise Taylor, Win Dale and Bob Hopkins

Chairman Don 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 (7-0).

Public Comment

There was none

Consent Agenda

- A. Review and acceptance of 12/4/17, 1/16/18 & 1/23/18 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 (7-0).
- B. Reappointed Board Members Swearing In
Ms. Stallings administered the oath of office to Katrina Barnes, Dianne Pariseau, Susan Beckwith, Ben Speller and Theresa Thesier.
- C. Appointment of Vice-Chairman
Ms. Thesier moved to nominate Ben Speller. Being no further nominations Chairman Faircloth asked for all in favor, the motion passed unanimously (7-0).

Financial Report

Financial Report

In the absence of Ms. Smith, Nancy provided the Finance Report and highlighted that the TDA was on schedule.

Budget Amendments

MBA 1718-028

Account Code	Description	Old	+ or (-)	New
TDA				
51-3815-530-00	Co-Op Monies	-	(135.02)	(135.02)
51-8150-261-01	Co-Op Office Supplies	-	135.02	135.02
51-3832-530-00	Co-Op Advertising	-	(1,262.75)	(1,262.75)
51-8150-370-01	Co-Op Advertising	-	1,262.75	1,262.75
Balanced:		-	-	-
Justification:				
<i>To amend the budget to include Co-Op Monies received through December 2017</i>				

MBA1718-029

Account Code	Description	Old	+ or (-)	New
TDA				
51-3990-990-00	Fund Balance Appropriation	(3,350.00)	(288.08)	(3,638.08)
51-8150-121-00	Salaries & Wages - Regular	41,463.00	250.00	41,713.00
51-8150-181-00	FICA Expense	3,172.00	19.13	3,191.13
51-8150-182-00	Retirement Expense	3,110.00	18.95	3,128.95
Balanced:		44,395.00	-	44,395.00
Justification:				
<i>To amend the budget to include employee Christmas Bonus approved by Commissioners on 12/04/17</i>				

MBA1718-033

Account Code	Description	Old	+ or (-)	New
Tourism Dev. Authority:				
51-3839-894-00	*Music & Water Festival	(10.00)	(2,065.00)	(2,075.00)
51-8150-826-00	*Music & Water Festival	3,353.06	2,065.00	5,418.06
51-3832-530-00	Co-Op Advertising	(1,262.75)	(2,412.50)	(3,675.25)
51-8150-370-01	Co-Op Advertising	1,262.75	2,412.50	3,675.25
Balanced:		3,343.06	-	3,343.06
Justification:				
<i>To amend the budget to include Discretionary and Co-Op income through January 2018</i>				

MBA1718-036

Account Code	Description	Old	+ or (-)	New
Tourism Dev. Authority:				
51-3839-894-00	*Music & Water Festival	(2,075.00)	(1,000.00)	(3,075.00)
51-8150-826-00	*Music & Water Festival	5,418.06	1,000.00	6,418.06
51-3815-530-00	Co-Op Monies	(135.02)	(75.24)	(210.26)
51-8150-261-01	Co-Op Office Supplies	135.02	75.24	210.26
51-3832-530-00	Co-Op Advertising	(3,675.25)	(3,355.83)	(7,031.08)
51-8150-370-01	Co-Op Advertising	3,675.25	3,355.83	7,031.08
Balanced:		3,343.06	-	3,343.06
Justification:				
<i>To amend the budget to include Discretionary and Co-Op income through February 2018</i>				

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

Visit NC Highlights

Marlise Taylor, Visit NC - Director of Research presented an overview of what will be taking place with marketing and promotion through the Visit NC Tourism office. She shared information on the 2018-19 Partner Co-op program highlighting areas that she and Mark Shore thought may work well for Chowan TDA to look at for the coming fiscal year to help increase visitation such as Take 5 Media Group – History and Culture/Retirees; 543 Project/Arriva list – tracking visitors that actually receive info and then come to your area and is connected through all devices used. Retire NC – she noted we do many of those co-ops already but can check with Andre about what may be coming up that is different. She shared VisitNC.com the new version should be released in the next two weeks and will amplify our stories and do what Google cannot do. Visit NC is working with the Ferry Division to show videos of all the places to visit and have put Chowan on the wait list for a spot on the new passenger ferry.

Media Report

Nancy shared the ads that had taken place as well as promotional/editorial content over the past few months. Report was emailed and in the packet.

350th Update

Bob highlighted what has and is taking place. He shared that the Plow Demo was the best especially with over 500 students getting to be a part. The Boat Tour and what will take place while they are visiting here and that we will have a local committee meeting tomorrow.

Hospitality and Organization Updates

Diane shared that the phones were beginning to ring again. Katrina said now the room

renovations were looking more like the end of May or early June. Bob said that all of their sites are now open and that Kayla Collins would be their newest employee overseeing the coordination of volunteers which will be able to do daily tours as full gallery guides. The Carriage House will be done by Friday and ready for touring as well.

Win reminded everyone about the event floor opening at the 51 House this evening with a ribbon cutting; ribbon cutting at Edenton Bay Oyster Bar on 4/3 and the annual golf tourney on 5/3.

Directors Report

Nancy provided the Directors report. A copy is in the meeting file labeled March 20, 2018.

Timely and Important Matters

There were none.

Adjourn

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