

Currituck County Tourism Advisory Board

Minutes of Meeting

January 10, 2011

The Tourism Advisory Board met on Monday, January 10, 2011, 5:00 p.m. at the Historic Currituck Courthouse. The following members were present: Don Cheek, Janice Farr, Vivian Simpson, Petrina Ramey, Paul Robinson, Lori London, Paul O'Neal, Diane Nordstrom, and Irina Coccetti.

REGULAR MEETING

- Item 1: **Call to Order** – Don Cheek called the meeting to order.
- Item 2: **Approval of Agenda** – Janice Farr made a motion to approve the agenda as presented; seconded by Vivian Simpson. Motion approved: 6-0.
- Item 3: **Public Comment** – There was no public comment.
- Item 4: **Election of Chairman** – Janice Farr nominated Don Cheek for Chairman. There were no other nominations. Lori London seconded the nomination. Mr. Cheek was elected Chairman: 6-0.
- Item 5: **Election of Vice-Chairman** – Don Cheek nominated Janice Farr for Vice-Chairman. There were no other nominations. Petrina Ramey seconded the motion. Mrs. Farr was elected Vice-Chairman: 6-0.
- Item 6: **Approval of November 8, 2010 Minutes** – Vivian Simpson made a motion to approve the minutes as written; seconded by Janice Farr. Motion approved: 6-0.
- Item 7: **Action on Recommendation for Additional 2010-2011 Budget Funds** – Janice Farr made a motion to approval the recommendation made by staff for \$344,000.00 in additional funding for marketing; seconded by Petrina Ramey. Paul O'Neal suggested the board make any future requests for additional marketing funds part of the regular annual budget. Mrs. Farr amended to include Commissioner O'Neal's suggestion. Motion approved: 6-0. Don Cheek commented that he appreciated the Commissioners' support of the budget and the Tourism Department's marketing efforts.
- Item 8: **Discussion on 2011-2012 and 2012-2013 Proposed Budgets** – Diane Nordstrom thanked Budget Committee members Janice Farr, Lori London and Paul Robinson for working with staff to develop the budgets. Mrs. Nordstrom reviewed each line of the proposed 2011-2012 annual budget. She explained that the 2012-2013 will mirror the 2011-2012 budget. Vivian Simpson made a motion to approve the proposed budgets; seconded by Janice Farr. Motion approved: 6-0.
- Item 9: **Tourism Director's Report / Marketing Coordinator's Report** –
- Diane Nordstrom reported that she recently attended a meeting at Chesapeake City Hall regarding the proposed increase for the Chesapeake Expressway toll. She said the county is officially opposing the toll increase and has expressed its opposition to the Toll Authority.

- Michele Ellis announced recent media coverage and upcoming travel shows.
- Mrs. Nordstrom recognized Irina Coccetti for her work on designing the 2009-2010 Annual Report.
- Any board member interested in attending the upcoming Governor’s Conference on Tourism was asked to let Mrs. Nordstrom know.
- Board members discussed the idea of hosting a focus group meeting with businesses owners in Corolla. It was suggested to hold a TAB meeting in Corolla this spring, possibly at the newly-remodeled Visitor’s Center.

Item 10: **Board Members’ Report** – Janice Farr asked Commissioner O’Neal what could be done to solve the “mud-puddles” issue in the 4-wheel-drive area. He suggested the Tourism Board write a letter to the Board of Commissioners supporting its efforts to mitigate the problem.

Paul Robinson discussed his findings about sales tax reports that are posted online and how it’s broken down, comparing Currituck and Dare counties.

Lori London said she was pleased to see that the Tourism Department is moving forward with the Buy Local campaign.

Paul O’Neal asked the Tourism Board to write a letter to outgoing Senator Marc Basnight, thanking him for his years of service and commitment to tourism in Northeast North Carolina.

Commissioner O’Neal requested that a joint meeting be held between the Tourism Board and Economic Development Board.

Item 11: **Other Business** – Next meeting date: TBD.

Item 12: **Adjourn** – Lori London made a motion for the Board to adjourn; seconded by Janice Farr. Motion approved: 6-0.

Minutes approved April 11, 2011.

Don Cheek, Chairman

Diane Nordstrom, Secretary