

Currituck County Tourism Advisory Board

Minutes of Meeting

April 13, 2009

The Tourism Advisory Board met on Monday, April 13, 2009, 5:00 p.m. at the Historic Currituck Courthouse. The following members were present: John Wright, Krista Boughey, Don Cheek, Vivian Simpson, Janice Farr, Paul O'Neal, Dan Scanlon, Diane Nordstrom, and Veronica Brown.

REGULAR MEETING

- Item 1: **Call to Order** – John Wright called the meeting to order.
- Item 2: **Approval of Agenda** – Don Cheek made a motion to approve the agenda; seconded by Janice Farr. Motion approved: 5-0.
- Item 3: **Public Comment** – There was no public comment.
- Item 4: **Approval of February 9, 2009 Minutes** – Mrs. Farr made a motion to approve the minutes as written; seconded by Krista Boughey. Motion approved: 5-0.
- Item 5: **Report on Additional Marketing Funds** – Diane Nordstrom gave an update on the additional \$300,000 that was recently spent to promote the summer season. She explained that the majority of the money went towards e-marketing, and as a result, hits to the county's website have increased from 412,592 in January to 1,499,046 in March. Mrs. Nordstrom also said requests for Visitors Guides have increased tremendously.
- Item 6: **Discussion on Support of Funds Program** – Mrs. Nordstrom suggested that if the Tourism Board is going to make changes to the current guidelines to the Support of Funds program that those changes are made prior to the new fiscal year. After much discussion, the Board decided to form a committee to review the guidelines and make recommendations on possible changes. Janice Farr, Krista Boughey and Don Cheek volunteered to serve on the committee and will meet with staff prior to the Board's May meeting.
- Item 7: **Discussion on Plans for National Tourism Week** – Tourism staff are making plans to celebrate 2009 National Tourism Week, which is scheduled for May 9-17. Mrs. Nordstrom said open houses will be held at the Welcome Center in Moyock and Visitor's Center in Corolla during this week and will include displays highlighting tourism-related businesses and attractions. Don Cheek suggested that local businesses be encouraged to also hold celebrations and/or open houses.
- Item 8: **Tourism Director's Report / Marketing Coordinator's Report** – Mrs. Nordstrom said the annual Spring Into Tourism meetings will be held April 22, 11:00 a.m. at the Hampton Inn in Corolla and at 6:00 p.m. at the Historic Courthouse.

Veronica Brown shared copies of the new Visitor Guide and Dining & Shopping Guide, which have been printed on recycled paper. She also gave a report on the

recently produced television commercials, current articles in *Virginia Bride* magazine and *Gourmet* magazine, and the upcoming Press Tour to be held in May.

Mrs. Nordstrom gave an update on the landscaping and building addition at the Welcome Center.

Irina Coccetti reviewed the Monthly Report with Board members. She pointed out that hits to the tourism website for March 2009 reached over 1 million for the first time ever and page views were nearly 140,000. This resulted in the number of web hits increasing 476% compared to March 2008. Sales tax collected for December was slightly down, she explained, but occupancy tax collections for February were up 38% for February 2008.

Item 9: **Board Members' Report** – Mr. Cheek thanked Mrs. Nordstrom for making a presentation at the Corolla Light Board of Director's most recent meeting. He also asked that the Tourism Development Authority consider providing funding for additional Sheriff's deputies – 24 hours per day in the four-wheel-drive area – to prevent illegal activity and destruction of the beaches. Mr. Cheek also suggested the county hire people to conduct weekly beach clean up to keep the beaches free of litter.

Mrs. Simpson said that the date for the Historic Jarvisburg Colored School 2009 Enduring History Celebration has been set for June 6, 11:00 a.m. to 4:00 p.m.

Item 10: **Other Business** – The Board members discussed holding their next meeting on May 11, 2009.

Item 11: **Adjourn** – Mrs. Farr made a motion for the meeting to adjourn; seconded by Mrs. Boughey. Motion approved: 5-0.

Minutes approved May 11, 2009.

John Wright, Chairman

Diane Nordstrom, Secretary