

Currituck County Tourism Advisory Board

Minutes of Meeting

February 9, 2009

The Tourism Advisory Board met on Monday, February 9, 2009, 5:00 p.m. at the Historic Currituck Courthouse. The following members were present: Krista Boughey (acting Chairman), Vivian Simpson, Janice Farr, Cindy Seymour, Petrina Ramey, Dan Scanlon, Diane Nordstrom, and Veronica Brown.

REGULAR MEETING

- Item 1: **Call to Order** – Krista Boughey called the meeting to order.
- Item 2: **Approval of Agenda** – Janice Farr made a motion to approve the agenda; seconded by Vivian Simpson. Motion approved: 4-0.
- Item 3: **Public Comment** – John Snowden discussed his business directory project that includes discount coupons to local businesses.
- Item 4: **Approval of January 12, 2009 Minutes** – Mrs. Farr made a motion to approve the minutes as written; seconded by Mrs. Simpson. Motion approved: 4-0.
- Item 5: **Discussion & Auction on Welcome Center Sign** – Dan Scanlon explained proposed changes to the sign at the Welcome Center. These changes include the addition of a bigger top board with the words “Welcome Center” in larger letters and a light box in a bottom skirting that includes the tourism logo. Mrs. Boughey made a motion to recommend to the Tourism Development Authority the requisition of \$13,100 for the upgrades as presented; seconded by Mrs. Farr. Motion approved: 4-0.
- Item 6: **Discussion & Action on Support of Funds Request – Currituck Chamber of Commerce Annual Spring Golf Classic** – ITEM DELETED AT APPLICANT’S REQUEST
- Item 7: **Tourism Director’s Report / Marketing Coordinator’s Report** – Mrs. Nordstrom gave an update on the additional \$300,000.00 that was approved for marketing the summer season. She explained that the funds are being primarily spent on e-marketing.

Veronica Brown gave a report on the upcoming Fam Tour and Press Tour and several travel/trade shows in which the Tourism Department participated.

Mrs. Nordstrom said the committee to plan July 4th fireworks recently held its first meeting. She shared some of the planned events that include a concert and children’s activities.

Irina Coccetti shared the Monthly Report with Board members. She pointed out that hits to the tourism website have increased tremendously over previous months. She also gave a report on current e-marketing projects.

Board members agreed to move future meetings to the conference room of the Historic Courthouse.

Item 8: **Board Members' Report** – Mrs. Simpson said that a date for the Historic Jarvisburg Colored School's annual Enduring History Celebration will be set soon.

Mrs. Boughey said the reservation agents at Seaside Vacations are stressing "value" in vacation rental homes rather than "discounts" to potential visitors, but that most people are looking for discounts. Mrs. Farr said many companies are also using the word "affordable" when marketing to visitors.

Mrs. Farr thanked Mrs. Nordstrom and her staff for organizing a meeting with accommodation providers on January 16th at the Hampton Inn, and that she was looking forward to Mrs. Nordstrom's presentation at the upcoming OBAR meeting.

Item 9: **Other Business** – The Board members discussed holding their next meeting on March 9, 2009.

Board of Commissioners Chairman Owen Etheridge commended the tourism staff for organizing the January 16th meeting and being responsive to the industry. He said the County received kudos for these efforts from people in Dare County during a recent OBAR meeting.

Item 10: **Adjourn** – Mrs. Boughey made a motion for the meeting to adjourn; seconded by Mrs. Simpson. Motion approved: 5-0.

Minutes approved April 13, 2009.

Krista Boughey, Vice-Chairman

Diane Nordstrom, Secretary