

Currituck County Tourism Advisory Board

Minutes of Meeting

May 11, 2009

The Tourism Advisory Board met on Monday, May 11, 2009 at the Historic Currituck Courthouse, 153 Courthouse Rd., Currituck. The following members were present: Janice Farr (acting Chairman), Vivian Simpson, Don Cheek, Petrina Ramey, Paul O'Neal, Dan Scanlon, Diane Nordstrom, and Veronica Brown.

REGULAR MEETING

- Item 1: **Call to Order** – Janice Farr called the meeting to order.
- Item 2: **Approval of Agenda** – Vivian Simpson made a motion to approve the agenda; seconded by Don Cheek. Motion approved: 4-0.
- Item 3: **Public Comment** – There was no public comment.
- Item 4: **Approval of April 13, 2009 Minutes** – Mr. Cheek made a motion to approve the minutes as written; seconded by Mrs. Simpson. Motion approved: 4-0.
- Item 5: **Discussion & Action on Support of Funds Requests** –
- *Historic Jarvisburg Colored School Enduring History Celebration, June 6, 2009* – Mr. Cheek made a motion to approve \$1,300.00; seconded by Ms. Ramey. Motion approved: 4-0.
 - *6th Annual Corolla Wild Horse Fund Wild Horse Days, July 7-9, 2009* – Mr. Cheek made a motion to award \$2,705.00; seconded by Mrs. Simpson. Motion approved: 4-0.
- Item 6: **Discussion & Action on Revisions to the Support of Funds Program** – Diane Nordstrom explained the proposed revisions to the Support of Funds Guidelines and Application. She reported that the committee members – Janice Farr and John Wright – met with her and reviewed the existing program materials and developed two separated applications: one for non-profit / not-for-profit events and one for events organized by businesses. Mrs. Nordstrom pointed out that businesses that are approved for SOF monies will need to match dollar-for-dollar the amount received. The revised guidelines/applications will become effective July 1, 2009, with all applicants being treated as first-year applicants. The Board recommended appeals be made to the Tourism Advisory Board (instead of the Tourism Development Authority) at its next regularly scheduled meeting. In addition, businesses that receive funding and do not provide proof matching will not be eligible for future funding. Language was included on the Guidelines that state copies of insertion order must be submitted before the event. Ms. Ramey made a motion to approve the guidelines with the revisions stated; seconded by Mr. Cheek. Motion approved: 4-0.
- Item 7: **Presentation on 2009-10 Marketing Plan** – Veronica Brown and Mrs. Nordstrom presented a draft of the 2009-10 Marketing Plan. They asked that

Board members review the plan and bring any changes to the next Tourism Advisory Board meeting. The plan can be approved at that time.

- Item 8: **Presentation on Cruising Carolina – Currituck, Blue Water Media –**
Diane Nordstrom made a proposal to have Currituck County contract with Blue Water Media, a Raleigh-based video production company, for the production of a television program called Cruising Carolina – Currituck. The program will feature the waters, wildlife, history, and other facts about the County. Once complete, the program will air on UNC Public Television. The Tourism Department, Mrs. Nordstrom explained, will seek financial support for the project from local businesses.
- Item 9: **Tourism Director’s Report / Marketing Coordinator’s Report – Mrs.**
Nordstrom introduced Stuart Chamberlin, e-marketing specialist and newest Tourism Department employee. She also said the Citizen Mailer about Occupancy Tax was mailed to all Currituck County addresses as well as out-of-town property owners.
- Mrs. Brown gave an update on the \$300,000 additional marketing funds. She said about 3,200 people are going to the Tourism website per day. Mrs. Brown also said the County recently hosted a reporter from the UK Times and the State Division of Tourism’s official photographer. In addition, she reported that Currituck was recently featured in the Washington Post, and the County will be hosting seven travel writers for an upcoming press tour.
- Item 10: **Board Members’ Report – Mrs. Farr and Ms. Ramey** shared details of a recent meeting of the Turnpike Authority and local real estate agents. They said the meeting topics included the proposed tolls and construction update.
- Item 11: **Other Business –** The Board’s next meeting will be held Monday, July 13.
- Item 12: **Adjourn –** Motion to adjourn made by Mr. Cheek; seconded by Ms. Ramey. Motion approved: 4-0.

Minutes approved July 13, 2009.

Krista Boughey, Vice-Chairman

Diane Nordstrom, Secretary