

Currituck County Tourism Advisory Board

Minutes of Meeting

November 9, 2009

The Tourism Advisory Board met on Monday, November 9, 2009, 5:00 p.m. at the Historic Currituck Courthouse, Currituck. The following members were present: John Wright, Janice Farr, Vivian Simpson (thru Item #7), Petrina Ramey, Paul Robinson, Dan Scanlon, Paul O'Neal, Diane Nordstrom, and Veronica Brown.

REGULAR MEETING

- Item 1: **Call to Order** – John Wright, Chairman, 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: 5-0.
- Item 3: **Public Comment** – There was no public comment. Chairman Wright welcomed new TAB member Paul Robinson.
- Item 4: **Election of Vice-Chairman** – Tabled to next meeting.
- Item 5: **Approval of September 14, 2009 Minutes** – Janice Farr made a motion to approve the minutes as written; seconded by Vivian Simpson. Motion approved: 5-0.
- Item 6: **Discussion & Action on Support of Funds Requests** –
- Currituck County Arts Council / 11th Annual Art Extravagaza Art Show & Sale:** Motion made by John Wright to award \$5,000; seconded by Petrina Ramey. Motion approved: 5-0.
- Christmas at the Farm / Carolina Carriages & Wrangler Farms:** Motion made by Janice Farr to award \$250; seconded by Vivian Simpson. Motion approved: 5-0.
- Item 7: **Discussion & Action on Value Card Program** – Diane Nordstrom presented to the Board a proposal for a new program to benefit Currituck County businesses. The MORE Card, she explained, is a discount card program that will encourage visitors to stop and shop in county stores and dine at county restaurants. John Wright made a motion to have staff move forward with implementing the program; Janice Farr seconded the motion. Motion approved: 5-0.
- Item 8: **Discussion & Action on Cooperative Rack Card Program** – Since not all Currituck County businesses can afford to have rack cards printed for distribution in the county visitor information centers, staff recommended that the County co-op with businesses to have cards printed. Diane Nordstrom explained that the cost to print the cards would be split with the businesses. Funds to print the cards would come from the current occupancy tax budget. Petrina Ramey made a motion to approve the Rack Card Program; seconded by Janice Farr. Motion approved: 4-0.

- Item 9: **Discussion & Action on Tourism Action Plan** – Board members discussed adding two amendments to the existing Tourism Action Plan. John Wright made a motion to add the MORE Card Program and Cooperative Rack Card Program to “Actions for Six Months to One Year.” Janice Farr seconded the motion; motion approved: 4-0.
- Item 10: **Update on Website Re-design** – Stuart Chamberlain gave Board members a preview of the re-designed tourism website. He said the new site, which will have enhanced navigation and be more user friendly, should be launched in the next few weeks. Mr. Chamberlain also introduced Steve Van Leeuwen, President of Ciniva Systems, the County’s contractor for web development services.
- Item 11: **Presentation on Technology Campaigns** – Diane Nordstrom announced that free wi-fi will be added soon to the Welcome Center in Moyock.
- Janice Farr made a motion to not move forward with OBX-TXT’s proposal for text messaging marketing. Petrina Ramey seconded the motion; motion approved 4-0.
- Item 12: **Tourism Director’s Report / Marketing Coordinator’s Report** – Mrs. Nordstrom recognized Stuart Chamberlain for his recent presentation on social networking at the DMANC meeting held in Greensboro.
- Mr. Chamberlain presented the Board members with the results of a recent Tourism – Economic Development Survey. He said the survey was sent to 581 businesses; 120 completed the survey, for a response rate of over 20 %. The standard response rate is 8% to 10%, he explained.
- Veronica Brown presented a draft of the Annual Report to the Board members. She also gave the members copies of new publications recently produced by the Tourism Department.
- Ms. Brown and Mrs. Nordstrom spoke about recent advertising which included a live TV interview in Richmond, Virginia, and media visits from the Richmond-Times Dispatch and the Sheffield Star/Profile Magazine (a UK publication).
- Irina Coccetti reported from the Monthly Report that although occupancy tax collections for July and August were down, collections for September, 2009 were nearly the same as September, 2008.
- Mrs. Nordstrom reported that she will soon begin serving as an ex-officio member of the Chamber of Commerce Board of Directors.
- Veronica Brown said she is continuing to work with the Planning Department on the Historical Sign Markers Project for the Corolla Village. She reported that the Request For Bids have been sent out.
- Item 13: **Board Members’ Report** – Dan Scanlon gave Board members an update on a fun park proposed to be constructed in Corolla. He said that details of the project can be found on the County’s government website.

John Wright suggested that meetings be held during the winter to seek business input for the upcoming season.

Item 14: **Other Business** – The Board members discussed holding their next meeting on January 11, 2010.

Item 15: **Adjourn** – Motion to adjourn made by Janice Farr; seconded by Petrina Ramey. Motion approved: 4-0.

Minutes approved January 11, 2010.

John Wright, Chairman

Diane Nordstrom, Secretary