

# **Currituck County Tourism Advisory Board**

## **Minutes of Meeting**

### **September 14, 2009**

The Tourism Advisory Board met on Monday, September 14, 2009, 5:00 p.m. at the Historic Currituck Courthouse. The following members were present: John Wright, Vivian Simpson, Janice Farr, Cindy Seymour, Petrina Ramey, Paul O'Neal, Dan Scanlon, Diane Nordstrom, and Veronica Brown.

#### **REGULAR MEETING**

- Item 1:           **Call to Order** – Chairman John Wright called the meeting to order.
- Item 2:           **Approval of Agenda** – Petrina Ramey 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 August 10, 2009 Minutes** – Mr. Wright made a motion to approve the minutes with one change: It should be recorded that Petrina Ramey was the Board member who made a motion to approve Item 6 (action to send a second letter to the TDA); seconded by Mrs. Farr. Motion approved: 5-0.
- Item 5:           **Discussion & Action on Potential Tourism / Economic Development Projects**  
– Diane Nordstrom spoke to Board members about how the Tourism staff is currently working with the Economic Development Department and the ED Board to address a decrease in visitor spending in Currituck County. She explained that an online survey is being developed by the two departments. Peter Bishop, ED Director, reviewed the survey with Board members and asked for their input. Mrs. Nordstrom thanked Janice Farr, Petrina Ramey, and ED Board members David Palmer and Elizabeth White for serving with her and Mr. Bishop on a committee to develop the survey questions. She also gave details on the Tourism Department's purpose for the survey, which is to ask businesses if the summer season was profitable. The survey also seeks industry input on marketing and business development initiatives. Discussion followed regarding the possibility of the Tourism Department, together with the ED Department, creating a discount card program for Currituck County businesses with the purpose of driving more traffic to local stores, accommodations, attractions, etc. David Palmer said the ED Board is considering proposing a Visa card program to also promote spending.
- Item 6:           **Review & Discussion on Tourism Action Plan and Randall Travel Marketing Key Strategies** – Mrs. Nordstrom briefly reviewed the Tourism Action Plan with Board members. She gave an update and status on each action item, which included several of the recommendations made by Randall Travel Marketing.
- Item 7:           **Presentation on Text Marketing Campaign** – Stuart Chamberlain gave a presentation on a text (short code) marketing campaign that has been proposed by

Gene Williams of OBX TXT Intermedia. The Tourism Board will consider the proposal at its next meeting.

- Item 8: **Tourism Director's Report / Marketing Coordinator's Report** – Mrs. Nordstrom announced that a writer from Southern Living was currently in Currituck, writing an article about the area. Veronica Brown also reported that the Tourism Department was going to host a writer from Coastal Living the next week, as well as a writer from SoGoNow.com.

Ms. Brown reported on recent editorials that had been published, including an online article in the London (UK) Times. This was the result of a visit hosted by the Tourism Department a few months ago.

Mrs. Nordstrom gave an update on BlueWater Media's taping for the PBS Special, *Cruising Carolina*.

Other updates from the Tourism staff included an announcement for an upcoming Fam Tour (with the Northeast Commission), new niche publications produced by the department, the redesigned tourism website, and an open house for the addition to the Welcome Center.

- Item 9: **Board Members' Report** – Janice Farr announced the Mid-Year Marketing Update hosted by the NC Division of Tourism (to be held the next week).

John Wright suggested the staff look into the cost of marketing and mapping through iPhone (and other smart phone) applications.

Vivian Simpson informed Board members that the Historic Jarvisburg Colored School is expecting to be nominated to the National Register for Historic Places.

- Item 10: **Other Business** – There was no other business discussed.

- Item 11: **Adjourn** – Petrina Ramey made a motion for the meeting to adjourn; seconded by Cindy Seymour. Motion approved: 5-0.

**Minutes approved November 12, 2009.**

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John Wright, Chairman

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Diane Nordstrom, Secretary