

Currituck County Tourism Advisory Board

Minutes of Meeting

April 12, 2010

The Tourism Advisory Board met on Monday, April 12, 2010, 5:00 p.m. at the Historic Currituck Courthouse, Currituck. The following members were present: Janice Farr (acting Chairperson), Vivian Simpson, Paul Robinson, Petrina Ramey, Lori London, Cindy Seymour, 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** – Lori London made a motion to approve the agenda; seconded by Cindy Seymour. Motion approved: 6-0.
- Item 3: **Public Comment** – Barbara Snowden thanked the Tourism Board for its support of the 150th Anniversary of the Chesapeake & Albemarle Canal by funding the *Cruising Carolina – Currituck* program that aired on PBS.
- Item 4: **Approval of February 8, 2010 Minutes** – Vivian Simpson made a motion to approve the minutes as written; seconded by Lori London. Motion approved: 6-0.
- Item 5: **Discussion & Action on 2010-11 Marketing Plan** – Diane Nordstrom, Veronica Brown and Irina Coccetti briefly reviewed the 2010-11 Marketing Plan including the Objectives, Research & Analysis, Strategic Plan, Advertising Plan and Public Relations. Cindy Seymour made a motion to approve the 2010-11 Marketing Plan as presented; seconded by Paul Robinson. Motion approved: 6-0.
- Item 6: **Presentation by VRMA (Vacation Rental Manager's Association): "Getting Away Together," a Project to Increase Awareness of the Vacation Rental Industry** – Doug Brindley and Alex Risser with VRMA presented a proposal on a national awareness campaign that includes production of a television program to air on PBS. Vacation destinations across the country are being encouraged to sign up to jointly fund this reality TV program, which will feature families/groups staying in vacation rental homes. The cost to for each destination to participate is \$97,500. Production would begin in the fall with the program airing in the summer of 2011. Tourism Board members decided to table a decision until its next meeting.
- Item 7: **Tourism Director's Report / Marketing Coordinator's Report** – Janice Farr was congratulated for her 25 years with Sun Realty.

Diane Nordstrom reported on the recent Spring Into Tourism meeting that was attended by nearly 50 Corolla businesses and attractions. She also gave a brief report on the Governor's Conference on Tourism, and she announced that the Moving Wall will be coming back to Currituck in October, 2010.

Stuart Chamberlain gave an update on the website and new mobile website (for Smart Phones); Irina Coccetti informed Board members of recent press coverage, as well as a new, condensed version of the Monthly Report.

Paul O'Neal and other board members commended Veronica Brown for her five years of service to Currituck County.

Item 8: **Board Members' Report** – Cindy Seymour suggested the Tourism staff promote Dennis Anderson's recent recognition as Four Time World Champion for monster truck racing.

Lori London reminded Board members of the upcoming Wild Goose Rotary Club CRAWL yard sale event being held on April 24 and the Outer Banks Bike Week set for April 18-25.

Item 9: **Other Business** – The Board members discussed holding their next meeting on May 10, 2010.

Item 10: **Adjourn** – Motion to adjourn made by Lori London; seconded by Paul Robinson. Motion approved: 6-0.

Minutes approved May 10, 2010.

Janice Farr, Vice-Chairman

Diane Nordstrom, Secretary