

# **Currituck County Tourism Advisory Board**

## **Minutes of Meeting**

### **August 9, 2010**

The Tourism Advisory Board met on Monday, August 9, 2010, 5:00 p.m. at the Historic Currituck Courthouse, Currituck. The following members were present: Don Cheek, Janice Farr, Petrina Ramey, Paul Robinson, Cindy Seymour, Lori London, Dan Scanlon, Paul O'Neal, Diane Nordstrom, and Irina Coccetti.

#### **REGULAR MEETING**

- Item 1:           **Call to Order** – Don Cheek, Chairman, 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** – There was no public comment.
- Item 4:           **Approval of July 12, 2010 Minutes** – Cindy Seymour made a motion to approve the minutes as written; seconded by Paul Robinson. Motion approved: 6-0.
- Item 5:           **Discussion & Action on Policy for Inclusion for Business Promotions** – Diane Nordstrom presented a newly developed policy regarding the promotion of tourism-related businesses in Currituck County. The purpose of the policy, she explained, is to better facilitate the marketing of businesses and ensure that businesses maintain acceptable quality standards. The policy, which was reviewed and approved by the County Attorney, includes visual displays, printed materials, online promotions and other marketing. It was developed combining existing department policies. Janice Farr made a motion to approve implementing the new policy; seconded by Lori London. Motion approved: 6-0.
- Item 6:           **Information on Future Tourism Advisory Board Meetings** – Don Cheek said he recently received a letter from the County Manager asking that the Tourism Advisory Board consider limiting its meetings to quarterly (a directive from the Board of Commissioners). He said the Tourism Board will work to comply with that request.
- Item 7:           **Tourism Director's Report / Marketing Coordinator's Report** – Diane Nordstrom introduced the Tourism Department's newest employee, Judy Vassar, who has been hired as a full-time Visitor Relations Associate at the Welcome Center.

Mrs. Nordstrom also updated Board members regarding giveaways at the visitor centers. She said the County Attorney encouraged that additional research be done to ensure all county ordinances (e.g.: parking, signage, etc.) are followed. Board members requested that staff continue to explore the idea.

Michele Ellis announced that Carova was named among the Top Ten Secluded Beaches in the United States (published by Sherman Travel on Yahoo!). Currituck also received regional and national coverage when a news article on

tourism was printed in the Daily Advance and was published through the Associated Press. Other recent news coverage included an article in the New York Times and on the WorldGolf.com website. There was also a feature on several Currituck County businesses that aired on UNC-TV.

Board members viewed commercials that were recently produced by the Tourism Department.

Currituck County Hospitality Awards nomination forms were mailed to all Currituck tourism businesses, explained Diane Nordstrom. Board members were encouraged to help spread the word about the new program. Award winners will be honored at a luncheon to be held on September 23<sup>rd</sup>.

Irina Coccetti and Stuart Chamberlain gave an update on their second year of STS Marketing College and some of the classes they attended.

Item 8: **Board Members' Report** – Lori London stated that she is hearing positive feedback on the fact that Currituck and Dare counties are now working cooperatively on several tourism projects. She also thanked Mrs. Nordstrom, the Commissioners, and County Manager Scanlon for allowing and encouraging staff to attend Marketing College and other educational opportunities.

Janice Farr echoed Ms. London's comments regarding the working relationship between Currituck County and Dare County. She also said that John Formica (the "Disney Guy") is available to be hired for customer service training through College of the Albemarle.

Don Cheek introduced two interns for Corolla Light Resort who were in attendance at the Tourism Advisory Board meeting.

Dan Scanlon said that the Department of Commerce will soon be engaged in discussions regarding the proposed Outlying Landing Field (OLF). Diane Nordstrom will speak to Commerce staff and the Associated Press about the potential impact an OLF could have on tourism in Currituck County.

Item 9: **Other Business** – The board members decided to wait to schedule their next meeting date.

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

**Minutes approved November 8, 2010.**

---

Don Cheek, Chairman

---

Diane Nordstrom, Secretary