

# **Currituck County Tourism Advisory Board**

## **Minutes of Meeting**

### **February 8, 2010**

The Tourism Advisory Board met on Monday, February 8, 2010, 5:00 p.m. at the Historic Currituck Courthouse. The following members were present: Don Cheek, Janice Farr, Vivian Simpson (arrived at Item 6), Cindy Seymour, Paul Robinson, Lori London, Dan Scanlon, Paul O'Neal, Diane Nordstrom, and Veronica Brown.

#### **REGULAR MEETING**

- Item 1:           **Call to Order** – Chairman Don Cheek called the meeting to order.
- Item 2:           **Approval of Agenda** – Lori London made a motion to approve the agenda as presented; seconded by Paul Robinson. Motion approved: 5-0.
- Item 3:           **Public Comment** – Commissioner John Rorer asked the Tourism Board to consider having the Tourism Department handle promotion of local events rather than awarding advertising funds to the event organizers.
- Item 4:           **Approval of January 11, 2010 Minutes** – Janice Farr made a motion to approve the minutes as written; seconded by Lori London. Motion approved: 5-0.
- Item 5:           **Discussion & Action on Support of Funds Requests** –  
Lori London requested to abstain from voting on the request being made by the Wild Goose Rotary Club for the 2010 C.R.A.W.L. as she is an active member of the club. Motion to allow Ms. London to abstain made by Janice Farr; seconded by Cindy Seymour. Motion approved: 4-0.

*Annual Home, Flower & Garden Show, Currituck Master Gardeners, April 23 & 24, 2010 - \$4,606.82. Motion to approve made by Lori London; seconded by Janice Farr: motion approved 5-0.*

*Coastal Antique Appraisal Fair, the Whalehead Club, April 17, 2010 - \$3,071.42. Motion to approve made by Janice Farr; seconded by Lori London: motion approved 5-0.*

*The C.R.A.W.L., Currituck Rotary Annual WildGoose Lawn Sale, Currituck Wild Goose Rotary Club, April 24, 2010 - \$2,500.00. Motion to approve made by Paul Robinson; seconded by Cindy Seymour: motion approved 4-0.*

*Outer Banks Bike Week™, Outer Banks Harley Davidson, April 18-25, 2010 - \$2,500.00. Motion to approve made by Janice Farr; seconded by Paul Robinson: motion approved 5-0.*

- Item 6:           **Discussion & Action on 2010-2011 Budget** – Diane Nordstrom reviewed the proposed budget with the Tourism Board members. Motion to approve the budget as presented made by Janice Farr; seconded by Cindy Seymour: motion approved: 6-0.

- Item 7: **Discussion on a Proposed Bill to Exempt Online Travel Companies from Collecting Occupancy Taxes** – Diane Nordstrom shared with Board members information about proposed legislation that that would exempt online travel businesses from collecting occupancy taxes. Janice Farr made a motion for the Tourism Advisory Board to pass a resolution supporting efforts to stop this legislation. Motion seconded by Lori London: motion approved 6-0.
- Item 8: **Tourism Director’s Report / Marketing Coordinator’s Report** – Board members were given updates on the MORE card program, recent co-op ads, travel shows and online advertising.
- Irina Coccetti announced that Currituck was recently named by a Texas newspaper as one of the “top ten secluded beaches” and that Our State Magazine is working on an article about Corolla native Norris Austin.
- Veronica Brown stated that Currituck’s Shopping & Dining Guide won a 2009 American Graphic Design Award, presented by Graphic Design USA.
- Diane Nordstrom gave Board members a proposal for advertising support made by a local race car driver; the Board delayed making a decision, wanting to review the proposal further. Mrs. Nordstrom also informed Board members of the upcoming annual Spring Into Tourism meetings to be held March 17th at the Hampton Inn in Corolla and at the Historic Currituck Courthouse.
- Item 9: **Board Members’ Report** – Janice Farr said that House Bill 593 (change of the school start date) is not expected to pass during this session of the General Assembly.
- Item 10: **Other Business** – The Board members discussed holding their next meeting on April 12, 2010.
- Item 11: **Adjourn** – Janice Farr made a motion for the Board to adjourn; seconded by Lori London. Motion approved: 6-0.

**Minutes approved April 12, 2010.**

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Don Cheek, Chairman

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Diane Nordstrom, Secretary