

# **Currituck County Tourism Advisory Board**

## **Minutes of Meeting**

### **January 11, 2010**

The Tourism Advisory Board met on Monday, January 11, 2010, 5:00 p.m. at the Historic Currituck Courthouse. The following members were present: Don Cheek, Janice Farr, Vivian Simpson, Petrina Ramey, Paul Robinson, Lori London, Dan Scanlon, Diane Nordstrom, and Veronica Brown.

#### **REGULAR MEETING**

- Item 1:           **Call to Order** – In the absence of a chairman and vice-chairman, Dan Scanlon called the meeting to order.
- Item 2:           **Approval of Agenda** – Janice Farr made a motion to approve the agenda as presented; seconded by Vivian Simpson. Motion approved: 6-0.
- Item 3:           **Public Comment** – There was no public comment. Dan Scanlon introduced new board member Lori London.
- Item 4:           **Election of Chairman** – Mrs. Farr nominated Don Cheek for Chairman. There were no other nominations. Mr. Cheek was elected Chairman: 6-0.
- Item 5:           **Election of Vice-Chairman** – Mr. Cheek nominated Janice Farr for Vice-Chairman. There were no other nominations. Mrs. Farr was elected Vice-Chairman: 6-0.
- Item 6:           **Approval of November 9, 2009 Minutes** – Mrs. Farr made a motion to approve the minutes as written; seconded by Mrs. Simpson. Motion approved: 6-0.
- Item 7:           **Update on Additional Marketing Initiative** – Stuart Chamberlain gave board members an update on the additional \$300,000 marketing campaign that was approved for increased advertising. All of the monies, he explained, will be used for online advertising. Don Cheek invited staff to an upcoming Realtor meeting at Corolla Light Resort to give an update to those who attend. Diane Nordstrom said information will also be shared with businesses during the annual *Spring Into Tourism* meeting. Mr. Cheek thanked Dan Scanlon and the Commissioners for their approval of the additional marketing money, saying it helped to attract vacationers to Corolla Light. He also commended the tourism staff for the accomplishments they have made since the department was formed five years ago.
- Item 8:           **Discussion on 2010-2011 Budget** – Diane Nordstrom asked for a committee to be formed to work with staff on refining the 2010-2011 budget. Janice Farr, Don Cheek and Lori London volunteered to serve. A meeting will be set prior to the February 8 meeting of the Tourism Advisory Board.
- Item 9:           **Tourism Director's Report / Marketing Coordinator's Report** – Diane Nordstrom and Michele Ellis gave an update on the newly implemented MORE

Card program. Several businesses, they explained, have already signed up to offer discounts and specials through the program.

Veronica Brown explained how the department plans to use the “more” theme in print, online and TV advertising.

Mrs. Nordstrom presented board members with a list of upcoming travel shows that the department plans to attend. These include four AAA travel expos and two regional weddings shows.

Irina Coccetti shared information from the Monthly Report. She said that although occupancy tax collections were down for July and August, they were flat for September and up for the months of October and November.

Mrs. Brown said the historic sign project for Corolla is moving forward. She said it should take about eight weeks for the signs to be produced once the initial design is approved.

Mrs. Nordstrom commended Veronica Brown for her work to write and design the Tourism Department’s 2008-09 Annual Report.

Item 10: **Board Members’ Report** – Vivian Simpson announced that the Historic Jarvisburg Colored School is now listed on the National Register for Historic Places.

Lori London said she is looking forward to serving on the Tourism Advisory Board.

Dan Scanlon told board members about a proposed bathhouse construction project in Corolla. He said he would bring forward more information at a later date and possibly ask the Board to adopt a resolution of support for the project. Mr. Scanlon also announced that a radio frequency will be put in place soon in Corolla that can be used for emergency management and public safety messages.

Item 11: **Other Business** – The Board members discussed holding their next meeting on February 8, 2010.

Item 12: **Adjourn** – Lori London made a motion for the Board to adjourn; seconded by Don Cheek. Motion approved: 6-0.

**Minutes approved February 8, 2010.**

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Don Cheek, Chairman

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Diane Nordstrom, Secretary