

# **Currituck County Tourism Advisory Board**

## **Minutes of Meeting**

### **May 11, 2010**

The Tourism Advisory Board met on Monday, May 11, 2010, 5:00 p.m. at the Historic Currituck Courthouse, Currituck. The following members were present: Don Cheek, Janice Farr, Paul Robinson, Lori London, and Diane Nordstrom.

#### **REGULAR MEETING**

- Item 1:           **Call to Order** – Don Cheek called the meeting to order.
- Item 2:           **Approval of Agenda** – Janice Farr made a motion to approve the agenda; seconded by Lori London. Motion approved: 4-0.
- Item 3:           **Public Comment** – There was no public comment.
- Item 4:           **Approval of April 12, 2010 Minutes** – Janice Farr made a motion to approve the minutes as written; seconded by Paul Robinson. Motion approved: 4-0.
- Item 5:           **Discussion & Action on Proposal by the Vacation Rental Manager’s Association (VRMA)** – The Board voted to proceed with the “Getting Away Together” project under the following conditions: 1) Cost of the Outer Banks segment will be split 50%-50% with the Outer Banks Visitor’s Bureau; 2) The funds will come from the fund balance; 3) The county attorney will review the terms of the contract; 4) The County received a copy of the agreement signed by Trip Advisory and CSA; and 5) The contract will not be signed until after July 1, 2010 (the start of the new fiscal year). In addition, a deadline will be set for all destinations to be onboard. Janice Farr made a motion to approve with the stated conditions; seconded by Paul Robinson. Motion approved: 4-0.
- Item 6:           **Presentation on Hospitality Awards** – Michele Ellis presented information on a new program to recognize employees of tourism-related businesses for exceptional customer service. The awards will be presented at the annual Currituck Chamber of Commerce awards banquet.
- Item 7:           **Tourism Director’s Report / Marketing Coordinator’s Report** – Michele Ellis gave a report on National Tourism Week. She also reported on recent press coverage by the Miami Herald newspaper, travel shows, and the Tourism Department’s communications with the Chesapeake, Va. Toll Plaza staff.

Diane Nordstrom reported on an upcoming visit from Our State Magazine editor, Elizabeth Hudson, as well as a group of golf travel writers who came to Currituck.

Mrs. Nordstrom also gave an update on the Tourism Department’s video shoot for its new mid-Atlantic television campaign, Vacation Channels commercial, and videos for the state’s tourism website. She also reported that the county’s tourism website had over 3 million hits during the months of March and April, a record for the website.

Mr. Cheek and Mrs. Nordstrom told board members that they are having quarterly meetings with the Director and Chairman of the Outer Banks Visitor's Bureau Director. In addition, the two bureaus, they explained, are working together on projects to regionally promote the Outer Banks.

Item 8: **Board Members' Report** – Janice Farr gave a report from a recent meeting with the NC Division of Tourism.

Lori London complimented Michele Ellis on her work on the MORE Card program.

Item 9: **Other Business** – The Board members discussed holding their next meeting on July 12, 2010.

Item 10: **Adjourn** – Motion to adjourn made by Lori London; seconded by Janice Farr. Motion approved: 4-0.

**Minutes approved July 12, 2010.**

---

Don Cheek, Chairman

---

Diane Nordstrom, Secretary