

Currituck County Tourism Advisory Board

Minutes of Meeting

November 8, 2010

The Tourism Advisory Board met on Monday, November 8, 2010, 5:00 p.m. at the Historic Currituck Courthouse. The following members were present: Janice Farr (action chairman), Vivian Simpson, Petrina Ramey, Paul Robinson, Lori London, Paul O'Neal, Dan Scanlon, Diane Nordstrom, and Irina Coccetti.

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 as presented; seconded by Petrina Ramey. Motion approved: 5-0.
- Item 3: **Public Comment** – There was no public comment.
- Item 4: **Approval of August 9, 2010 Minutes** – Petrina Ramey made a motion to approve the minutes as written; seconded by Vivian Simpson. Motion approved: 5-0.
- Item 5: **Discussion on ECU Tourism Impact Survey** – Representatives from East Carolina University Whitney Knollenger, graduate student at ECU, and Dr. Hao, Research Director, presented a draft of a survey regarding tourism development in three NC coastal counties (including Currituck County). They asked the Tourism Board members to share their opinions of the survey and make recommendations on the survey questions. The survey will be mailed in January 2011 to permanent residents and owners of second homes. Results should be available by the end of May 2011.
- Item 6: **Recap of Summer Season / Update on Tourism Action Plan** – Diane Nordstrom gave board members an update on the 2010 summer season, which saw an increase in occupancy tax collections and a record number of visitors coming into the county's visitor information centers. She also reviewed the Tourism Action Plan and updates made to the plan.
- Item 7: **Tourism Director's Report / Marketing Coordinator's Report** – Diane Nordstrom reported the following:
- The VRMA television program appears to be moving forward. Janice Farr said that eight destinations have already signed up to participate.
 - The first Currituck County Tourism Hospitality Awards Ceremony was a success. She thanked tourism staff members Michele Ellis, Judy Vassar and Irina Coccetti for their work in coordinating the program.
 - Recent press coverage included Southern Living Magazine, Our State Magazine, and AAA World.
 - The certified letter sent to Pamela Colby at the Inn at Corolla Light was never picked up. Staff will readdress the issue should additional complaints be made concerning the Inn.

Item 8: **Board Members' Report** – Lori London commended the Tourism Department for the Hospitality Awards Program and Ceremony. She also encouraged everyone to shop local during the holiday season.

Janice Farr commented that the additional marketing conducted by the Tourism Department in 2010 had a positive impact on the summer bookings. She suggested that the Board request extra funds for the 2011 spring, summer and fall seasons. Janice, Lori London and Paul Robinson volunteered to serve on a committee to develop a marketing plan for additional funds, as well as for the 2011-2012 operating budget.

Petrina Ramey congratulated the Tourism staff on the recent successful press trip.

Paul Robinson asked if the county tracks trends regarding sales tax. Dan Scanlon said information is available regarding the types of businesses (e.g. retail, restaurants) and the amount of taxes collected.

Vivian Simpson thanked the Tourism employees for their work and commented that the staff continues to make her proud to be associated with the board and to be a citizen of Currituck County.

Item 9: **Other Business** – The Board members discussed holding their next meeting on January 10, 2011.

Item 10: **Adjourn** – Lori London made a motion for the Board to adjourn; seconded by Paul Robinson. Motion approved: 5-0.

Minutes approved January 10, 2011.

Don Cheek, Chairman

Diane Nordstrom, Secretary