

Currituck County Tourism Advisory Board

Minutes of Meeting

April 11, 2011

The Tourism Advisory Board met on Monday, April 11, 2011, 5:00 p.m. at the Historic Currituck Courthouse. The following members were present: Don Cheek, Janice Farr, Vivian Simpson, Paul Robinson, Lori London (arrived at Item #5), Cindy Seymour, Dan Scanlon, Diane Nordstrom, and Irina Coccetti.

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 as presented; seconded by Vivian Simpson. Motion approved: 5-0.
- Item 3: **Public Comment** – There was no public comment.
- Item 4: **Approval of January 10, 2011 Minutes** – Vivian Simpson made a motion to approve the minutes as written; seconded by Janice Farr. Motion approved: 5-0.
- Item 5: **Discussion on Proposed Changes to Wedding Promotions** – Diane Nordstrom informed the Board members of the changes that will be made to the next edition of the Currituck Outer Banks Wedding Planner. She explained that the Tourism Department intends to eliminate the listing of businesses located outside of the county. Previous editions of the publication included information on businesses that provide wedding services in Currituck County, even if the business was located in Dare County and other surrounding areas. Outside businesses had been included because of a lack of services available in Currituck. Now that there are enough vendors in the county, the Department will no longer list outside businesses. The next publication, Nordstrom explained, will focus more on Currituck as a destination for weddings and less on general wedding planning tips.
- Item 6: **Report from Josh Bass, NC Tourism Board** – Josh Bass gave a brief update from the State Division of Tourism. He shared some statistics on the impacts of tourism in North Carolina. Don Cheek thanked Josh and commented that it is impressive to have a Currituck resident serving on the State Tourism Board. Mr. Bass said he will continue to keep the Currituck Tourism Department and Advisory Board updated on the information he receives while serving on the State Tourism Board.
- Item 7: **Report on 2011 Governor’s Conference** – Janice Farr, Lori London, Stuart Chamberlain and Diane Nordstrom reported on the 2011 Governor’s Conference on Tourism. They each gave an update on the informative sessions and presentations made at the conference that was held in Asheville, N.C.

Item 8: **Tourism Director's Report / Marketing Manager's Report** – Tourism staff members updated the Board on stats from the Tourism website (visitcurrituck.com), new wedding and family reunion mini-sites, a proposed new billboard rental, events in Currituck, printing of the newest Visitor's Guide, upcoming commercial shoot, and renovations to the Visitor's Center in Corolla. An update was also given on recent travel shows and a media mission in Charlotte, as well as recent media coverage. A report on the Buy Local Campaign was given, and Board members were encouraged to attend the upcoming Spring Into Tourism Meeting/NC Coast Host Meeting set for April 14 at the Hampton Inn in Corolla. Cindy Seymour recommended the two billboards that were rented by the Tourism Department (now rented by Currituck Economic Development) be changed to the previous design that included a simple, yet effective message encouraging local shopping and dining. Janice Farr said she recently saw a preview of the first segment of the "Getting Away Together" television series produced by PineRidge Television for the Vacation Rental Manager's Association. Filming for the Currituck-Dare segment will occur the week of July 4, 2011, with the family staying at a home in Corolla.

Item 9: **Board Members' Report** – Lori London commented that she was pleased to see the excellent representation from Currituck County at a recent forum held in Dare County.

Janice Farr made a motion for the Tourism Advisory Board to adopt a resolution in support of the Mid-Currituck Bridge. Motion seconded by Paul Robinson. Motion approved: 6-0. Diane Nordstrom will officially notify the County Manager of the Tourism Board's support of the Commissioners' efforts to see the Bridge constructed.

Mrs. Farr also stated that she is not in favor of the county allowing alcohol to be served in county-owned property and questioned if the Tourism Board should take a position for or against the issue. Don Cheek asked Dan Scanlon if this is an issue that the Commissioners would want the Tourism Board's recommendation on. Mr. Scanlon said "They will probably move forward with a decision regardless." Mr. Cheek commented that he was not prepared to vote at this time because he would need more information on the matter. Paul Robinson questioned if it's the "purpose of the Tourism Board to help the Commissioners make decisions that affect tourism?" He said he believes the pros and cons should be discussed and supports alcohol being allowed on county property. He stated that, as a caterer, he has missed opportunities to cater events on county property because alcohol was not allowed there. Mr. Scanlon said that more than likely the issue will be on the Commissioners' agenda before the Tourism Board meets again and could vote on the issue.

Mrs. Farr thanked the county for hosting a joint meeting of the Tourism Board, Economic Development Board and Airport Board.

Vivian Simpson reported that the Historic Jarvisburg School Board is actively planning to complete their building and is working to raise funds to complete the museum displays. They hope to finish the building soon and open a visitor's center at a later date.

Paul Robinson asked if the county is supporting keeping Oregon Inlet open. Dan Scanlon said yes.

Cindy Seymour said she recently participated in a show in Chesapeake, Virginia, and had someone speak highly of Currituck Bar-be-cue. They traveled to Currituck the next week and shopped and dined here.

Don Cheek complimented the Tourism Department, saying that bookings are looking very good for the summer season. He also reported that Corolla Light is conducted a Wounded Warriors program, where veterans can stay at a house in Corolla Light for free. Fifteen Corolla Light homeowners have offered their properties for the program.

Item 10 **Other Business** – Vivian Simpson, whose term on the Tourism Advisory Board is expiring, was recognized for her years on the Board. Mrs. Simpson was an original member of the Board, serving since November 2005. Diane Nordstrom commented that Mrs. Simpson had been a valuable member who will be greatly missed.

The Board's next meeting was set for May 9, 2011 in Corolla.

Item 11: **Adjourn** – Vivian Simpson made a motion for the Board to adjourn; seconded by Lori London. Motion approved: 6-0.

Minutes approved May 9, 2011.

Don Cheek, Chairman

Diane Nordstrom, Secretary