

Currituck County Tourism Advisory Board

Minutes of Meeting

May 9, 2011

The Tourism Advisory Board met on Monday, May 9, 2011, 5:00 p.m. at the Currituck Outer Banks Visitor's Center in Corolla. The following members were present: Don Cheek, Janice Farr, Petrina Ramey, Lori London, Paul O'Neal, Dan Scanlon, Diane Nordstrom and Irina Coccetti. An open house for the newly renovated visitor's center was held prior to the meeting.

REGULAR MEETING

- Item 1: **Call to Order** – 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 Janice Farr. Motion approved: 4-0.
- Item 3: **Public Comment** – There was no public comment.
- Item 4: **Approval of April 11, 2011 Minutes** – Petrina Ramey made a motion to approve the minutes as written; seconded by Janice Farr. Motion approved: 4-0.
- Item 5: **Presentation on 2011-2012 Marketing Plan** – Diane Nordstrom reviewed the 2011-2012 Tourism Department Marketing Plan with the board and thanked the staff (most notably Irina Coccetti) for the work they did on developing the plan. She explained that the document includes the online and print advertising plan, public relations efforts, printed marketing materials, visitor center stats, event promotions, and other plans for the upcoming budget year.
- Item 6: **Update on Buy Local Campaign** – Each board member was presented a copy of the marketing plan for the Buy Local Campaign. Diane Nordstrom announced that the county has contracted with the Currituck Chamber of Commerce to assist with the development and implementation of the program. She explained that the marketing plan includes details on the purpose of the campaign and steps that will be taken to educate the public on the importance of buying local. Tourism Department staff, along with the Economic Development Director and Chamber staff, will present an update on the campaign at the Commissioners' June 6, 2011 meeting.
- Item 7: **Tourism Director's Report / Marketing Coordinator's Report** –
- Michele Ellis shared some recent media coverage including an article on the Corolla Wild Horses that appeared in the May issue of *Our State Magazine*.
 - Diane Nordstrom thanked Commissioner O'Neal and the entire Board of Commissioners, as well as County Manager Dan Scanlon, for the funds to renovate the Corolla Visitor's Center.
 - Mrs. Nordstrom announced that Tourism staff members have been invited to speak at the May meeting of the Outer Banks Association of Realtors' Property Management group. The department's proposed 2011-2012 budget will be presented.

- Production of a new Wedding Planner will need to begin earlier than expected due to an increase in requests for the publication, Mrs. Nordstrom said. Staff members have begun working on the guide and should have it ready to be printed in the next few weeks.

Item 8: **Board Members' Report** – Dan Scanlon explained that the commissioners have borrowed from the occupancy tax fund balance (for promotions) to purchase a water plant in Corolla. He said the loan will be paid back at 2.5% interest over the next five years. The loan will not impact Tourism Department operations.

Commissioner O'Neal commended the Tourism Department for the good job they did with their annual Spring Into Tourism Meeting that was recently held at the Hampton Inn in Corolla. He commented that the staff does a "wonderful job promoting Currituck County."

Item 9: **Other Business** – Next meeting date: TBD.

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

Minutes approved _____, 2011.

Don Cheek, Chairman

Diane Nordstrom, Secretary