

**Currituck County Tourism Advisory Board
Minutes of Meeting
August 10, 2009**

The Tourism Advisory Board met on Monday, August 10, 2009, 5:00 p.m. at the Currituck County Historic Courthouse, Currituck. The following members were present: John Wright, Chairman, Krista Boughey, Janice Farr, Petrina Ramey, Cindy Seymour, Vivian Simpson, Paul O'Neal, Dan Scanlon, and Veronica Brown.

REGULAR MEETING

Item 1: **Call to Order** – Krista Boughey, Acting Chairman, called the meeting to order.

Item 2: **Approval of Agenda** – Janice Farr made a motion to approve the agenda; seconded by Cindy Seymour. Motion approved: 5-0.

Item 3: **Public Comment** – There was no public comment.

Item 4: **Approval of May 11, 2009 Minutes** – Janice Farr made a motion to approve the minutes as written; seconded by Petrina Ramey. Motion approved: 5-0.

Item 5: **Discussion & Action on Support of Funds Requests** –

Currituck Wildlife Festival, presented by Tom Oaks – Janice Farr made a motion to award \$4,476.00 to the Currituck Wildlife Festival, September 12-13, 2009; seconded by Cindy Seymour. Motion approved 5-0.

Native Vine Wine Festival: Outer Banks International Wine Festival & Outer Banks Spring Wine Festival, presented by Kenneth Hyman - Janice Farr made a motion to award \$1,250.00 for the Outer Banks International Wine Festival, October 3, 2009 and \$1,250 for the Outer Banks Spring Wine Festival, May 15, 2010; seconded by Cindy Seymour. Motion approved 5-0.

John Wright took over the meeting as Chairman

Currituck-Dare Fall Family Festival, presented by Teresa McPherson and Julie Douglass - Janice Farr made a motion to award \$5,000.00 to the Currituck-Dare Fall Family Festival, September 12, 2009; seconded by Cindy Seymour. Motion approved 6-0.

Knotts Island 1st Annual Seafood Festival, presented by Lorie Roth and Marie Poff – John Wright made a motion to award \$5,000.00 for the Knotts Island 1st Annual Seafood Festival, October 3, 2009; seconded by Krista Boughey. Motion approved 6-0.

Currituck Wild Goose Chase, presented by Tameron Kugler – John Wright suggested adding family friendly activities for kids to participate while adults are running and to look into putting coupons redeemable for that weekend into runners check-in packets. Janice Farr made a motion to award \$2422.68.00 to the Currituck Wild Goose Chase, October 10, 2009; seconded by Cindy Seymour. Motion approved 6-0.

Item 6: **Update on Signage at the Historic Corolla Village** – Veronica Brown reported that she had met with County Manager Dan Scanlon, Planning Director Ben Woody and Senior Planner Holly White to suggest signage. Staff would like to create criteria for cultural and historic sites and buildings where signs would be placed and that this should be a County wide project, not just for the Historic Corolla Village. Signs would promote the cultural and/or historical significance of the building or site, not the business that was located there.

John Wright suggested we incorporate GPS software, website information, and interactive technology along with the sign.

Commissioner Paul O’Neal asked the Tourism Advisory Board to look into adding in a walking trail/board walks to link the Historic Corolla Village with Heritage Park. Petrina Ramey made a motion to send a second letter to the Tourism Development Authority in support of the Historic Corolla Village project; seconded by Janice Farr. Motion approved: 6-0

Item 7: **Review of Randall Travel Marketing Report** – Veronica Brown reported that a majority of the Key Strategies suggested in the Executive Summary had been implemented but that more research needed to be completed, especially on Visitor Expenditures. Janice Farr requested we additionally review the Currituck County Tourism Action Plan, developed in December of 2007 at the next meeting.

Item 8: **Tourism Director’s Report / Marketing Coordinator’s Report** – Veronica Brown reported the following: two staff members will be attending the Adventures in Travel Expo in New York City in October; Currituck will participate in a FAM Tour with the Northeast Partnership for tour operators in September; the Department just got Vocus - a new software to track and manage editorial coverage; Stuart Chamberlain and Irina Coccetti attended their first year of STS Marketing College last month; and staff is working on a new design for the website and e-newsletter.

Item 9: **Board Members Report** – There were no reports given.

Item 10: **Other Business** – The Board members discussed holding their next meeting on September 14, 2009.

Item 11: **Adjourn** – Krista Boughey made a motion for the Board to adjourn; seconded by Janice Farr. Motion approved: 6-0.