

# **Currituck County Tourism Advisory Board**

## **Minutes of Meeting**

### **January 12, 2009**

The Tourism Advisory Board met on Monday, January 12, 2009, 6:00 p.m. at the Currituck Cooperative Extension Center, Maple. The following members were present: John Wright, Krista Boughey, Vivian Simpson, Janice Farr, Don Cheek, Diane Nordstrom, and Veronica Brown.

#### **REGULAR MEETING**

- Item 1:           **Call to Order** – John Wright called the meeting to order.
- Item 2:           **Approval of Agenda** – Krista Boughey made a motion to approve the agenda; seconded by Janice Farr. Motion approved: 5-0.
- Item 3:           **Public Comment** – There was no public comment.
- Item 4:           **Approval of December 8, 2008 Minutes** – Mrs. Farr made a motion to approve the minutes as written; seconded by Vivian Simpson. Motion approved: 5-0.
- Item 5:           **Discussion & Auction on Guidelines for Electronic Message Boards** – Board members were given copies of the guidelines. Mrs. Farr made a motion to approve the guidelines as presented; seconded by Mrs. Boughey. Motion approved: 5-0.
- Item 6:           **Report on Corolla Greenway Project** – Holly White, Senior Planner with the Currituck County Planning Department, made a presentation to Board members regarding the Corolla Greenway project. She explained that the project consists of a Parks and Recreation Trust Fund Grant for the construction of a multi-use path in Corolla. The cost of the 1.06 mile path is approximately \$1,000,000.00. A grant proposal for fifty percent of the cost is being submitted by the County. Ms. White said the proposal is due February 2, 2009 and that grants should be awarded in May thru July, 2009 with the earliest date of completion being sometime during the summer of 2010. Mr. Wright made a motion for the Tourism Advisory Board to fully support the grant proposal for the Corolla Greenway; seconded by Mrs. Farr. Motion approved: 5-0.
- Item 7:           **Discussion & Action on 2009-10 & 2010-11 Budgets** –Diane Nordstrom presented Board members with a draft of the 2009-10 and 2010-11 budgets. She reviewed and explained each line item. Mrs. Nordstrom also asked for the Board's support in requesting an additional \$250,000.00 from the Tourism Development Authority for immediate funds to promote the upcoming summer season. She announced that a meeting with accommodation providers is scheduled for January 16 in Corolla. At this meeting, Tourism staff will seek industry input on exactly how the additional funds should be spent (e-marketing, print ads, etc.). Mrs. Boughey asked if there was more money available in the fund balance. Mrs. Nordstrom said yes, but stressed the need to maintain at least the equivalent of one year's operating budget in case of natural disaster. Mrs. Boughey expressed concerns over Economic Development projects being funded through occupancy tax when that department has gone on record saying they are

trying to get away from tourism. In addition, she noted that there is no representation of the tourism industry on the Economic Development Board. Mr. Wright commented that he liked the budget but wished it included more funds for promotion. He also said he would like to see a budget approved that utilizes the maximum amount of funding possible for tourism. Mrs. Farr made a motion to support the budget draft and additional immediate funding request with the possibility to make amendments to the budget later if needed; seconded by Don Cheek. Motion approved: 5-0.

- Item 8: **Tourism Director's Report / Marketing Coordinator's Report** – There was no report given.
- Item 9: **Board Members' Report** – Mr. Wright said he attended the recent Wedding Expo held in Dare County and said it was a success and well attended.
- Item 10: **Other Business** – The Board members discussed holding their next meeting on February 9, 2009.
- Item 11: **Adjourn** – Mr. Wright made a motion for the Board to recess and reconvene in five minutes for a joint meeting with the Board of Commissioners (same building, conference room); seconded by Mrs. Boughey. Motion approved: 5-0.

**Minutes approved February 9, 2009.**

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John Wright, Chairman

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Diane Nordstrom, Secretary