



**CURRITUCK COUNTY
NORTH CAROLINA**

November 29, 2022
Minutes – Regular Meeting of the Tourism Advisory Board

CALL TO ORDER

Meeting called to order by Chair, Keith Dix.

Attendee Name	Title	Status	Arrived
Benjamin Beasely	Board Member	Present	
Keith Dix	Board Member	Present	
Janice Farr	Board Member	Present	
Daryl Harlow	Board Member	Present	
Matthew Paulson	Board Member	Absent	
Sharon Price	Board Member	Present	
Ed Rudzinski	Board Member	Absent	
Bob White	BOC	Present	
Tameron Kugler	Director	Present	
Ilke McRee	County Manager	Present	

APPROVAL OF AGENDA

Agenda approved unanimously with a request to add the election of new Chair and Vice Chair.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Benjamin Beasely, Board Member
SECONDER:	Sharon Price, Board Member
AYES:	Benjamin Beasely, Board Member, Keith Dix, Board Member, Janice Farr, Board Member, Daryl Harlow, Board Member, Sharon Price, Board Member
ABSENT:	Matthew Paulson, Board Member, Ed Rudzinski, Board Member

APPROVAL OF SEPTEMBER 12, 2022 MINUTES

September 12 minutes approved unanimously.

1. September 2022 Minutes

PUBLIC COMMENT

No Public Comment

COUNTY STAFF REPORT

A. John Warner - Director of Photography

John was an independent contractor before coming onboard with us. Still looking for new Creative Director.

B. New Organization Structure

Review of Organization Chart

With Kaye in Social Media, we are working on promoting our tourism related businesses

WRC is currently operated by the State until the County takes over operations

COUNTY MANAGER REPORT

Infrastructure Projects:

Carova - plan to trim back the right of way around 5 miles of area roads to allow access

Ocean Sands - emergency outfall pipes to more easily connect pumps

Whalehead - final piece of drainage project, staff working on a sidewalk plan for Dolphin

Sound Park - engineering plan for boardwalk along the Sound, second boat ramp being repaired, dog park project

A. Election of new Chair and Vice Chair

Daryl Harlow - Chair (vote unanimous)

Benjamin Beasley - Vice Chair (vote unanimous)

OLD BUSINESS**A. Z. Smith Reynolds Grant**

Moving along with grant - Community meeting with artist with some changes for the artist

Four locations put forth for location (Barco Library, Community Park, Gov't Complex, Historic Jarvisburg Colored School) - vote of 17 to 2 for the School

Community meeting with BOC at a workshop to determine location

Grant due end of January

B. Historic Corolla Park Christmas Lighting (Nov. 9)

Lights went up at the Park - Hampton Roads Holiday Lighting unfortunately damaged the fascia - photo of damage sent to the company

C. RFP for Rebranding Corolla & the Mainland

Alex Perry and Tameron will get together with County staff to craft an RFP for a rebranding project for Corolla and the Mainland

D. Event Grants - Set Date to Review Criteria and Limitations, if any

January 9 was proposed as meeting date in the afternoon at 3:00;

NEW BUSINESS**A. Resident Visitor Satisfaction Survey**

Reviewed results of the Survey - the survey was to get an idea of what the community knows and does not know about tourism to craft a report to the community that will be backed up with videos

The videos will also give the County government a chance to weigh in on the visitor economy

If we have it written and on video, we will do our best to give information to the public

Tameron went over some of the major points that will be addressed in the report

Hearing over and over about the lack of respect for the destination, coming and trashing and leaving - talking about doing a social media campaign to reinforce the idea that visitors are coming to "our home"

1. Survey Data
2. Survey Questions 10 and 11
3. Survey Question 13
4. Survey

B. Visitor Economy Report to the Community

Tameron went over some of the major points that will be addressed in the report, with many of the points coming from the results of the survey that indicated a lack of knowledge

We will be utilizing the Welcome Center sign in Virginia to direct buses and RVs to turn left at the light to access the parking lot of the Welcome Center

TAB agreed to change the headline on this board to read OBX Gateway Welcome Center and will lighten up the colors on the board

Will be changing billboards with the Corolla Outer Banks or Currituck Outer Banks logo depending on the location of the thing being promoted

1. Report to Community

C. Review and Approve Qualifications for Businesses to be included in Visitors**Centers and Website**

Tameron presented a business inclusion policy for the approval of the TAB to be recommended to the BOC for adoption

Main point is that the business has to have a brick and mortar office/space in Currituck or be a home-based business that has an address in Currituck County

Also, it is the responsibility of the business to notify the Tourism Department of any changes in the businesses listings

TAB approved the policy

1. Business Inclusion Policy**D. Co-op Opportunities - Review**

Tameron presented a plan to co-op for those businesses that give and/or donate to the tourism department for promotions at travel shows, etc.

After discussion, it was recommended by the TAB to offer lower co-op rates to those people who donate before offering it to the public and to give social media nods

It was also recommended that the tourism department could pay some or all of the cost of the giveaway house at the trade shows

1. Coop Opportunities**DIRECTOR'S REPORT****A. Occupancy Tax Report**

Occupancy not as high, but rental rates are higher which equates to higher occ tax, currently over 12% ahead of last year at this time.

1. OCC TAX REPORT**B. Upcoming Events**

Tameron brought up reimaging Cork & Craft - time intensive with less staff and full-time staff has to carry the last 5 dates, Cork & Craft made the same amount of money that weddings did and weddings require only one, sometimes 2 members

We would no longer have it as a tasting so we would not charge - event would be free, non-Currituck members would pay a \$25 participation fee for each event, and the wine and beer vendors would be able to charge for their product

We would provide ID checks and provide the music

BOARD MEMBERS' REPORT

Welcome Center was not sold - Moyock business crowd came out in support of the Center

Daryl started new job with the Navy, Built to Last had a good year

Keith has done a lot of freelance work with Cox

Bob's Wild Horse Tours was packed this year and closed in October

Although last year was the best year, this past season was very good

Staffing is still an issue for many

OTHER BUSINESS

ADJOURN

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Sharon Price, Board Member
SECONDER:	Daryl Harlow, Board Member
AYES:	Benjamin Beasely, Board Member, Keith Dix, Board Member, Janice Farr, Board Member, Daryl Harlow, Board Member, Sharon Price, Board Member
ABSENT:	Matthew Paulson, Board Member, Ed Rudzinski, Board Member