Currituck County Tourism Advisory Board
Minutes of Meeting
February 11, 2008

The Tourism Advisory Board met on Monday, February 11, 2008 at the Historic Currituck Courthouse, 153 Courthouse Rd., Currituck. The following members were present: John Wright, Janice Farr, Cindy Seymour, Don Austin, Barry Nelms, Dan Scanlon, Diane Sawyer, and Veronica Brown.

REGULAR MEETING

Item 1: **Call to Order –** Chairman John Wright called the meeting to order.

Item 2: **Approval of Agenda –** Janice Farr made a motion to approve the agenda; seconded by Don Austin. Motion approved: 4-0.

Item 3: **Public Comment –** Doug Brindley with Brindley Beach Vacations commented that he was pleased to hear the County is purchasing the Courtesy Ford building in Moyock for use as a welcome center. He stressed that the facility needs to be set up to promote all of Currituck County and encouraged the Board of Commissioners to take the advice of the Tourism Advisory Board and use the established tourism branding image.

Item 4: **Approval of December 10, 2007 Minutes –** Mrs. Farr made a motion to approve the minutes as written; seconded by Mr. Austin. Motion approved: 4-0.

Item 5: **Discussion on UDO Amendment Request Regarding Push Carts –** Planning Department staff members Ben Woody and Maureen O'Shea conducted a presentation on a proposed text amendment to the Unified Development Ordinance regarding push carts. A draft of the proposed amendment was presented to the Board members for their review and comments. Comments expressed by the Board members will be forwarded to the Planning Board for its March 11, 2008 meeting.

Item 6: **Discussion & Action Regarding the Moyock Welcome Center –** Diane Sawyer explained that she and Leeann Walton recently visited several visitor centers to get ideas on how to efficiently furnish the new welcome center. Ms. Sawyer and Mrs. Walton were impressed with the furnishing of the Piedmont-Crossroads Center in Virginia, designed by Thayer Design, Inc. Marc Waller, President of Thayer Design, was later contracted by Currituck County to design the interior of the new Currituck Welcome Center. Mr. Waller showed drawings of potential furnishing and graphic displays. He explained that once the design ideas were finalized, local builders could be contracted to complete the work. Board members provided feedback on the design.

David Palmer asked about the roadside sign being purchased by the Board of Commissioners. He questioned the Tourism Advisory Board members as to if they approved the sign's design that features the County goose logo instead of

the Tourism branding logo. Mr. Wright said the Tourism Board members expressed their opinions that the sign have the Tourism logo instead of the County logo. Barry Nelms made a presentation about Stewart Signs, the company that is making the roadside sign. He explained the benefits and features of the sign.

Mr. Austin made a motion to approve the interior design concept presented with minor changes; Mrs. Farr seconded the motion. Motion approved: 4-0.

Mrs. Farr made a motion to approve the proposed signage to be mounted to the exterior of the building with changing the words "Currituck Outer Banks, NC" to "Currituck County, NC." The motion was seconded by Cindy Seymour. Motion approved: 4-0.

Item 7: **Discussion & Action on Proposed 2008-09 Budget** – A copy of the proposed budget was presented to the Board members. Mrs. Farr made a motion to delay voting on the budget until the next meeting in order to give Board members more time to review it. The motion was seconded by Mrs. Seymour. Motion approved: 4-0.

Item 8: **Appointment to Focus Committee on Parking & Landscaping Regulations –** Mr. Wright and Mrs. Seymour volunteered to serve on the committee. A motion was made by Mr. Wright for the joint appointment; seconded by Mrs. Farr. Motion approved: 4-0.

Item 9: **Tourism Director's Report / Marketing Coordinator's Report** – Mrs. Sawyer announced several upcoming meetings and events. They included: Spring Into Tourism, April 23 in Corolla; Economic Update Meeting sponsored by the Outer Banks Chamber of Commerce, March 12 in Kill Devil Hills; Hurricane Preparedness Workshop, March 13 at Corolla Light Resort; and a AAA Fam Tour, week of April 14 starting in Currituck County. Veronica Brown gave Board members copies of recent publications including the Corolla Map, Wedding & Event Planner, County Brochure, and Hurricane Brochure.

Item 10: **Board Members' Report** – Mr. Austin commented that he recently returned from a vacation where he asked people if they had ever head of Currituck County. He said they had not, but many were aware of Corolla.

Mrs. Farr announced the upcoming Governor's Conference on Tourism, to be held March 16-18 in Winston Salem. She also commended the Tourism staff members on their work on the Welcome Center.

Mr. Nelms explained an e-mail that he had recently sent to Tourism Board members. He said he did not intent to send a message that implied he was yelling or angry. Mr. Nelms also announced the upcoming Outer Banks Bike Rally event to be held April 25-27.

Item 11: **Other Business** – The Board's next meeting will be held Monday, March 10, 7:00 p.m.

Item 12: **Adjourn**

Minutes approved March 10, 2008

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John Wright, Chairman

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Diane Sawyer, Secretary