



**Tourism Advisory Board  
Agenda Packet**

**September 11, 2017**

**Call to Order****Approval of Agenda****Approval of July 24, 2017 Special Meeting Minutes****Public Comment**

Please limit comments to three minutes

**County Staff Report**

Larry Lombardi, Economic Development Director, activity update

**County Manager Report****Old Business**

- A) New Pricing for Weddings
- B) Visioning Session Update
- C) Park Ordinance
- D) Mainland Fam Tour
- E) US School Report
- F) CCRC Marketing Sign

**New Business**

- A) Upcoming Events
- A) Marketing Strategy Update

**Director's Report**

- A) Upcoming Events
- B) Fall Back Tourism Awards Date
- C) Occupancy Tax

**Board Members' Report****Other Business****Adjourn**



**CURRITUCK COUNTY  
NORTH CAROLINA**

July 24, 2017

Minutes – Special Meeting of the Tourism Advisory Board

**CALL TO ORDER**

Attendee Name	Title	Status	Arrived
Wanda Beasley	Board Member	Present	
Jay Bender	Board Member	Present	
Michael Dianna	Board Member	Present	
Keith Dix	Board Member	Present	
Janice Farr	Board Member	Present	
Mike Martine	Board Member	Present	
Suzanne Serianni	Board Member	Present	
Bob White	Ex-Officio	Present	
Daniel F. Scanlon	Ex-Officio	Present	
Tameron Kugler	Director	Present	

**APPROVAL OF AGENDA**

**RESULT:** APPROVED [UNANIMOUS]  
**MOVER:** Mike Martine, Board Member  
**SECONDER:** Jay Bender, Board Member  
**AYES:** Wanda Beasley, Board Member, Jay Bender, Board Member, Michael Dianna, Board Member, Keith Dix, Board Member, Janice Farr, Board Member, Mike Martine, Board Member, Suzanne Serianni, Board Member

**APPROVAL OF MAY 8, 2017 MINUTES**

**1. TAB minute -May 2017**

Corrections on May 8 minutes: On second page of Moyock Megasite, question if the Greenbriar mentioned is in NC or TN. Change to NC.

Under New Business/Item B: Need to change \$2r0 to \$250.

**RESULT:** APPROVED [UNANIMOUS]  
**MOVER:** Suzanne Serianni, Board Member  
**SECONDER:** Michael Dianna, Board Member  
**AYES:** Wanda Beasley, Board Member, Jay Bender, Board Member, Michael Dianna, Board Member, Keith Dix, Board Member, Janice Farr, Board Member, Mike Martine, Board Member, Suzanne Serianni, Board Member

**PUBLIC COMMENT**

Communication: July 24, 2017 minutes (Approval of July 24, 2017 Special Meeting Minutes)

*Please limit comments to three (3) minutes.*  
No public comment

## COUNTY STAFF REPORT

### A. Moyock Mega Site

BOC has approved the megasite master plan. Moving now to create the actual developmental ordinance to go forward. There is a handful of potential tenants to serve as anchors. Possible medical complex.

### B. Other

Water Park does have 2 expansion plans they anticipate along the lines of adventure - not necessarily water. No plans to build accommodations.

Some preliminary inquiries from hotel developers. Not Water Park

Water Park has an additional 60 acres. First phase was 20 acres. Started out slow but seems to be getting better.

BOC hired a consultant in 2015 for hotel feasibility - Moyock, Barco or Lower Currituck. BOC has asked Larry Lombardi to go back to the consultant to update and try to recruit off of with new additional amenities like the water park. Also updating marketing piece.

Amount of business travelers during off season.

Musicians playing can't stay in beach accommodations during any season.

Still hard to quantify business and off season travel - also day trippers during off season.

Laurie Locicero - Land Use Plan still ongoing. Drafting plan/policy and will take it back out to the public in early fall. Survey to get draft out to public and get feedback. Outreach September/October.

Dan Scanlon - If we draft up the visioning plan and BOC approves it, NC law requires the Board, when project comes before it, to make a consistency statement that it follows the plans of the County. Tool that BOC can use to further items in the visioning plan.

## COUNTY MANAGER REPORT

No further comments from County Manager

## OLD BUSINESS

### A. Future visioning for HCP - Laughing Gull

Laughing Gull still working on plan. Currently working on NC 12 plan

**B. Park Ordinance Update**

Tameron, Jason Weeks, Cameron Lowe spent a lot of time working on updating ordinance which will go to board for approval.

No commercial activity in Historic Corolla Park.

Does allow dogs in the parks with the exception of sporting events. Dogs are a fact of life as everyone is traveling with dogs.

**C. 350th Celebration update - \$7,500 paid**

Currituck paid \$7500 as our part of the overall marketing for the entire region for the 350th celebration - traveling exhibit. Dare was apportioned larger portion, looking at occupancy tax, but has not paid as of yet. Said they want pay but there is some pressure on the County

**D. New Pricing for Weddings at HCP**

Recommendations for pricing of Historic Corolla Park rentals given to Dan for decimation to the board:

Primary location - \$750 (if tent is involved, have to rent the day before and day after.  
Secondary locations - \$400 each

With new restrooms on site, there is no longer a need to rent restroom trailers, and with this new amenity, it was felt more could be charged.

Kem Sawyer is recommending a \$750 deposit - people think twice before renting if the deposit is higher. Currently it is at \$250.

**E. Meeting Frequency - Scheduling**

It was recommended that we meet more frequently - 5 or 6 times per year. Bob White says if we meet more frequently, more free flow of ideas. Tameron will come out with a schedule. July and August tough time of year for tourism industry to meet.

It was asked if the new mobile stage has been purchased. Because it is over \$90,000, it has to be sent out to bid. Tameron is working on it.

**NEW BUSINESS****A. Fireworks Cancellation**

Fireworks cancelled due to storms.

Raining in the afternoon. Decided we needed to make a decision by 8:00 pm due to the technicians needing an hour to reset the fireworks as they had been disassembled due to rain in the afternoon.

At 8:00 pm, still raining, storms around the Park. We would have lost the fireworks if we had to call it again and there was no one in the Park. Also, the fireworks, costing \$33,000 would have been shot off with little audience.

Rescheduled for August 9. Publicizing to Currituck residents they can see them on mainland at Sound Park, Aydlett, Waterside, etc.

Will be the day of Whalehead Wednesday as we already have an event going on. Extending alcohol permit to 8:30 pm. After 7, no more tasting but can purchase cans or bottles.

### **B. Tourism Staff Update (videographer - interviews 7/26/2017 (4 candidates))**

Sierra Scellato is our new Events Promo Coordinator - based with Tourism Dept. in Moyock but has her office in Corolla.

Interviewing 4 candidates for new videographer position. Good body of work. Interviews will include Mike Martine, Steve Van Leuwen, and Stuart Chamberlain. Wanted our partners involved.

It was brought up if the videographer would be shooting and editing. Sometimes if they do both, it all starts looking the same. Ciniva coming for this reason as they are still doing some of our video work.

New videographer will be tourism centric, but will be doing work for other County departments such as a quarterly economic update.

### **C. New Corolla Wild Horse Fund Director - Linda Atkins**

Dan Scanlon and Tameron met with new Fund Director, Linda Adkins. Seems committed to building stronger and more productive relationships and partnering on marketing to protect the horses. Horses need the Fund and Fund needs the tourists. Could see a change in the relationship with the Horse Tours. Mike Dianna is on the Board and was in on hiring Linda. He said she floated to the top.

### **D. Mainland Familiarization Tour Scheduling**

Could not get everyone together in July. Looking at September date for Mainland tour. Tameron will send out a calendar.

### **E. Sports Tourism Marketing**

Jason Weeks and Tameron are starting to work on how it should go. Will present a plan to Dan. Possible website for scheduling similar to Whalehead wedding site.

Jason went on trip to look at paddling/canoeing. Conservation group has some money to possibly put up some platforms. Put together a weekend paddle trail.

Looked at some tree houses in Wilson on the river that are for rent. Paddle up and use the tree house (rustic).

Dismal Swamp does a Paddle to the Border. Tourism Department would be very open to supporting a group that wanted to come in and do an event such as this.

#### **F. CCRC Marketing/Sign**

Stuart Chamberlain has talked to Mr. Natole to put a sign on his property at north side of N. Spot Road. Would like to see a rendering of sign. He wants \$500 a month rent. Would like the sign to be consistent with current Currituck County landmark signs (blue and white). Renaming or rebranding sign - known as the horse farm - had do we retask the Park. Suggested it be rebrandied as Equestrian Center. CCRC has been embraced already by Ext. Center. Is it a Park? Is it an Equestrian Center? It's a park with equestrian facilities, kayak launch, fishing ponds, playground, etc.

How do we market it to not interfere with what is currently going on at the park.

#### **G. Community Branding/Tourism Destination Research**

Proposal from Steve Chandler of Chandlerthinks. Gave a presentation to County dept. heads on community branding but the price tag was over \$73,000. Tameron asked him if there was way to combine Community Branding/Tourism Destination research report and he said yes. Combined report is over \$101,000. Missed this summer season, but can start on community branding. He understands our challenges - we have five distinct areas including Knott's Island, Upper Currituck, Lower Currituck, Middle Currituck, and Corolla. He has never encountered an area such as ours. We also transportation issues and a phycial disconnect with the county - Mainland and Outer Banks.

We have to take control of the way people think about us before others do it for you.

Tameron will send the proposal to everyone.

His company is similar to Judy Randall's company, Randall Travel. There is a lot of community engagement involved.

Consistent image and message is hard across all departments. Is this a process that we can go through to build a common, consistent theme for the County.

One of the processes that comes out of this is a template that BOC can use this as a blueprint for decision making.

#### **H. Alcohol at CCRC for Weddings**

Potential for doing more weddings at CCRC if they are allowed to serve beer and wine. Cameron Lowe is on board with allowing alcohol at CCRC weddings with understanding that, as at Historic Corolla Park, any wedding serving alcohol has to hire a deputy during the event.

Alcohol can be served by non-profit organizations without permitting from BOC. BOC has been cautious about allowing alcohol on public property, so they have been easing into allowing alcohol with restrictions.

One way to market the property and make it more known.

## I. US School Report - Report purchased and Stuart will have info in August

School Report was purchased and Stuart will be creating a report on the feeder markets for our tourism partners. Put out by DestriMetrics. Question was asked if it gives the holiday breaks.

## DIRECTOR'S REPORT

### A. Current Marketing Statistics & Marketing Plan (Nat'l Geographic Writer was in Corolla)

Website: Metrics are up from last year across the board. Tennessee is becoming an emerging market as has Kentucky. We will be having a travel show in Nashville this year do to this.

Main wedding page is #17, but if you add the subpages together, it is #4.

Whalehead page is #4. In June, we had 270 people visit the house one day in June during a Whalehead Wednesday. This shows that they are not just going to the house because they see it, but are going there intentionally - marketing must be working.

### B. Historic Corolla Park Year End Report

More income with less visitation this year over last. Not sure how to explain this. \$60,000 more income this year over last year.

Retail and donations are up. Retail items are now connected to the house, either made from copper tiles or relative to the Whalehead history

### C. Upcoming Events – Fireworks, Whalehead Wed., Heritage Day

Occupancy tax up cumulatively from last year around 4%. July 4 was really strong this year and this year it was on a weekday.

## COUNTY COMMISSIONERS REPORT

No report

## BOARD MEMBERS' REPORT

Jay Bender took National Geographic on a tour. Seems to be more press people visiting than in years past. Jay will forward some of the writing from these tours.

## OTHER BUSINESS

No other business.

## ADJOURN



**RESULT:** APPROVED [UNANIMOUS]  
**MOVER:** Keith Dix, Janice Farr  
**AYES:** Wanda Beasley, Board Member, Jay Bender, Board Member, Michael Dianna, Board Member, Keith Dix, Board Member, Janice Farr, Board Member, Mike Martine, Board Member, Suzanne Serianni, Board Member