



Agenda
August 22, 2019 | 9:00 a.m.

MISSION: Promote overnight visitation that drives economic impact through destination marketing and enhancement of the visitor experience in Elizabeth City and Pasquotank County.

1. Call to Order: Gwen Sanders, Chair

2. Approval of the Agenda: **VOTE**

3. Public Comment:

4. Minutes: Approval of July 25, 2019 Minutes | **VOTE**

5. Finance Report: June 2019 and July 2019 Financials | **VOTE**

6. Committee Reports:

- **Finance Committee:** Arthur McPherson, Gwen Sanders, Jeff Dixon, Jeannie Young, Sheri Small
- **Marketing Committee:** Rhonda Twiddy, Maureen Donnelly, Andy Montero, Abel Sutton
- **Visitor Experience Committee:** Jeannie Young, Gwen Sanders, Phil Mays, Jeff Dixon

7. Presentation: None

8. Tourism Director's Report

- Update on recent Photo Shoot, Visitor Research, Wayfinding RFP, STR data
- Executive Director - Vacation
- Google & Tourism Presentation
- 2018 Tourism Economic Impact Data – just released

9. Old Business:

10. New Business:

- **Committee Meeting Schedules**
 - Finance Committee | **VOTE**
 - Marketing Committee | **VOTE**
 - Visitor Experience Committee | **VOTE**
- **Approval to re-open an account with North Carolina Capital Management Trust | VOTE**
- **Select Date for December Meeting**
 - December 5 or 12 | **VOTE**

11. Other Business:

12. Adjourn: Gwen Sanders, Chair

Next Meeting: September 26, 2019