

**Town of Oriental - Tourism Board Meeting**  
**January 15, 2013**

The Oriental Tourism Board met on Thursday, January 15, 2013, at 5:30 pm at the First Baptist Church on Board Street, Oriental, NC.

Present: Chairman Jackie Wall and Members Grace Evans, Suzanne Gwaltney and Marsha Papham.

Also present where guests: Mayor Sage, Dee Sage, Commissioner Summers and guest Rolayne Schwendy of the Neuse River Winery.

Absent: Member Sandra Beal .

Chairman Wall established a quorum and called the meeting to order at 5:35 pm.

Ms. Gwaltney made a motion to approve the December 6, 2012 minutes. Second by Ms. Evans. Vote 4-0

**New Business:**

Mayor Sage informed the board of the scheduled grand opening for the newly renovated town hall on February 9, 2013. With Chinese New Year falling on February 10<sup>th</sup>, a weekend this year, it was anticipated that the weekend could provide an opportunity to promote/*market* Oriental.

Guest Rolayne Schwendy *suggested* several events that could be coupled with the weekend including a street dance and the distribution of fortune cookies. Chairman Wall volunteered to contact *Bob Laberdee*, a local DJ, to check his availability and fee for a street dance on Sunday, February 10, 2013 immediately following the running of the Dragon.

Ms. Beal made a motion to approve funding up to \$300.00 to hire a DJ for the February 10, 2013 Street Dance. Second by Ms. Gwaltney. Vote 4-9

Ms. Beal made a motion to approve \$50.00 towards the purchase of fortune cookies for the February 10<sup>th</sup> event. Second by Ms. Evans. Vote 4-0

Chairman Wall asked that a request for the closure of Hodges Street from the Provision Company to Marsha's Cottage be brought before the Town Board of Commissioners at their next meeting for approval. Closure of the road is for the Chinese New Year Event to be held February 10, 2013. Exact times to be provided prior to the town meeting but preliminary times were thought to be between 3:00 pm and 7:00 pm.

Commissioners Summers volunteered to obtain the noise permit for the event.

Ms. Gwaltney suggested that local businesses might also like to participate in the distribution of fortune cookies as well as other aspects of the event.

**Old Business:**

Branding Workshop. Chairman Wall discussed the need to schedule a Branding Workshop to review ideas submitted for consideration during the past workshops with the goal to narrow down the selection. It was agreed that a workshop would be scheduled February 19, 2013 immediately following the regularly scheduled meeting at 5:30 pm.

Chairman Wall informed the board that Public Relations person, Chrystal Garrett, would be returning back work following a short leave of absence and would be available to assist with advertising the upcoming Chinese New Year event February 10, 2013. Ms. Wall suggested a future meeting with Ms. Garrett to explore future advertising *avenues*.

Chairman Wall shared with the board a list of upcoming weddings and special events scheduled in Oriental during the 2013 year.

During the special meeting called December 6, 2012 stewardship of the Oriental Dragon was discussed. It was reported that joint guardianship had been assumed Ken Midyette Jr. and Keith Smith of Oriental. It was the consensus of the board that the issue of guardianship had resolved itself to everyone's satisfaction.

Commissioner Summers reported that the Paddle Boarding & Kayak weekend event was in its initial planning stages with tentative scheduling between the end of May 2013 and the beginning of June 2013.

Ms. Evans expressed interest in obtaining copies of John Hinner's kayak and canoe waterway paddle trail maps. These maps contained GPS coordinates and could be made available to those interested in outdoor activities in and around Oriental. Dee Sage suggested that Joyce Swimm might be able to assist with obtaining maps.

Website: During a recent meeting, Commissioner Summers informed the Tourism Board of a decision by the Town Board of Commissioners directing the manager to bring all town websites under the town's administrative control during the upcoming year. Chairman Wall expressed her desire to keep the Town's business site separate from the tourism site, as each served a select function.

Chairman Wall asked that login information be provided to Keith Smith in order that he could modify the tourism site for smart phone access.

Ms. Gwaltney suggested that the Tourism Board might like to publicize town activities in Tideland Electric's magazine, Carolina Country. She volunteered to check advertising costs with the Southern Living magazine as well.

With no further business Chairman Wall made a motion to adjourn. Second by Ms. Evans. Vote 4-0.

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Jackie Wall, Chairman

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Heidi Artley, Secretary