

Town of Oriental - Tourism Board Meeting
March 19, 2013

The Oriental Tourism Board met on Tuesday , March 19, 2013, at 5:30 pm at the Oriental Town Hall.

Present: Chairman Jackie Wall and Members Grace Evans, Suzanne Gwaltney, Town Manager Robert J. Maxbauer and Deputy Clerk Sandy J. Clark. Also present where guests: Dee Sage, Commissioner Summers

Absent as Quorum was established but arriving afterwards: Members Sandra Beal and Marsha Paplham.

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

Ms. Paplham made a motion to approve the January 15, 2013 minutes. Seconded by Chairman Wall. Vote passed 3-0.

Public Comment period: Ms. Evans made mention that she felt the Dragon Dancing and the Fortune Cookie fund raiser went well. No other comments were made at this time.

Old Business:

Branding Workshop. Chairman Wall told members that she, Carol Mabe and Marsha Paplham met and discussed the Branding needs of the Town.

Chairman Wall discussed the Tour of Homes request for a donation of \$100 from the Tourism Board. A Motion was made by Grace Evans to approved the expenditure of the \$100 donation. Discussion was held. Motion was seconded by Marsha Paplham. Vote passed 3-0.

Chairman Wall discussed the Neuse River Booms and the request for funding by Bill Hines of the Neuse Riverkeeper Foundation. Discussion followed with it being understood that the Town of Oriental had pledged a \$1,000 donation towards the River Booms purchase based upon Mr. Hines being able to fund the rest of the \$2600 needed. No action was taken by the Tourism Board.

Ms. Wall discussed the Kayak Fishing Show request for funding from Mr. Jim Salmons and Bobby Brewer in the amount of \$2,000.00 from the Tourism Board to spend two days in Oriental fishing on the Neuse. The \$2,000 would cover lodging, airfare, boat rentals, local Captains and food. Discussion followed with Grace Evans objecting to the expenditure. Marsha Paplham made a Motion to make funds available contingent upon further details being found out. Motion was seconded by Sandra Beal. Further discussion was had with Ms. Wall asking the Town Manager is the Tourism Budget can be amended to cover the expenditure. Town Manager Robert Maxbauer addressed the question stating the Budget could be amended to reflect the dollars needed. After no further discussion, vote was passed 5-0.

New Business:

RE-election of Board Members: Chairman Wall told the Board members that her tenure as a member and as Chairman was up this month. Grace Evans made a motion that Jackie Wall continue as a Tourism Board member and further that she remain as Chairman. Motion was seconded by Marsha Paplham. Discussion was held with Ms. Wall offering up the position to others if they should wish to be Chairman. Vote was made and the motion passed 5-0.

Discussion was held regarding the advertising for the up coming Croaker Festival. Ms. Suzanne Gwaltney stated she felt the Croaker Ad was a waste of funds. She feels the monies for advertising are better spent in Tideland Electric's magazine, Carolina Country, Go AAA magazine. She volunteered to check advertising costs with the Southern Living magazine as well. She feels the Croaker Festival Ad is really just an ad for fireworks and that is not what the Tourism dollars are to be spent for. Marsha Paplham suggested the Town present a concert, such as inviting the Harbor Sounds Band to come and then the funds for that could go to fireworks. The Board came to a consensus to not pay for the Croaker Festival ad.

Chairman Wall mentioned that the owners of Bennett Place in Minnesott Beach asked for her business to be placed on the Weddings in Oriental website. Discussion was held. Grace Evans doesn't feel that since that is not in the Town limits of Oriental that it should be allowed. The consensus was made that the Town wedding web site be used only for the zip code area of 28571.

The Strategic Plan was discussed. Ms. Gwaltney suggests using an expert in social marketing. Dee Sage mentioned that Martin Brossman was available and recently had spoke at the Pamlico Community College. S. Gwaltney offered to contact a man who produced a top notch You tube video on the Town of Oriental to see if he was available.

Chairman Wall reminded the Board that the Budget needs of the Tourism Board needed to be in before April 15, 2013. The Board then decided to move their next regularly scheduled meeting to April 9 at 5:30 PM.

With no further business to discuss, a Motion was made to adjourn by Marsha Paplham, seconded by Grace Evans. Motion passed 5-0.

Jackie Wall, Chairman

Sandy J. Clark, Deputy Clerk