

ORIENTAL TOURISM BOARD
MINUTES June 25, 2013

Chairman Wall established a quorum and called the meeting to order at 5:40 p.m. Present were Wall, Evans, Paplham, Gwaltney and Beale. Commissioners Summers and Venturi were present, as were Mayor Sage, Dee Sage and Kyle Stevenson.

Minutes from the May, 2013 meeting were reviewed. Mrs. Paplham moved that minutes be accepted, seconded by Mrs. Gwaltney. Motion passed.

No budget figures were available to the committee.

Larry Summers reported that acting town manager Wyatt Cutler was investigating signage along the I-70 corridor for an Oriental presence.

Mrs. Wall reported that the tourism board had received a resume from Will Creel for the PR position. Mrs. Wall emailed Mr. Creel asking for a writing sample. No response was received.

There was discussion regarding responsibilities for the current PR person, Meghan Bliss. Mrs. Paplham moved that Chairman Wall be given authority to direct Mrs. Bliss in her PR work and assign specific tasks up to the board's budgeted amount for public relations work. Seconded by Mrs. Evans. Motion passed.

There was discussion regarding the tourism board's Three Year Strategic Plan. Mrs. Wall reported that Mrs. Bliss has set up a YouTube channel for the town of Oriental. The board is waiting for responses from Carol Mabe for possible student involvement in advertising projects. The board agreed that Mrs. Paplham and Mrs. Wall should continue to meet and work with the parks and rec committee as well as the tree board to further some of the goals listed in the strategic plan. It was further agreed that Mrs. Wall would bring boxes of our old brochures to town hall to be disseminated at the Croakerfest booth.

There was no update for the www.visitoriental.com website. Mrs. Wall reported that inquiries to town hall had not yet been answered.

Kyle Stevenson reported that the Camp Don Lee bicycle rides were just being considered. He will meet with Doug Sligh from Oriental Express Bicycle Club when plans have moved further along to see if they might work together. Mrs. Evans reported her findings from the NC DOT about width and conditions of local roads.

There was no update on the Old Time Festival.

There was discussion regarding CYCLE NC for 2014. Mrs. Wall suggested that the tourism board be involved with putting together welcome bags. Suggested items for welcome bags included such as Handi-Wipes, Chill Bands and fortune cookies. Mrs. Evans will contact a supplier in New Bern for items such as those found at the Oriental Trading Company.

ORIENTAL TOURISM BOARD DRAFT MINUTES

June 25, 2013

Page 2

Mrs. Gwaltney moved that there be no meeting in July. Seconded by Mrs. Evans.
Motion passed.

With no further business to discuss, the meeting was adjourned.

Jackie Wall, Chairman

Date