

## **ORIENTAL TOURISM BOARD**

**August 20, 2013**

Chairman Wall established a quorum and called the meeting to order at 5:30 p.m. Present were Mrs. Wall, Mrs. Paplham, Mrs. Evans, Mrs. Beal, Mrs. Gwaltney and Commissioner Larry Summers. Also present were Mayor Bill Sage, Pamlico County Economic Development Director Dee Sage, Bill Hines and Flora Moorman.

There were no minutes available from the July, 2013 meeting to approve.

Flora Moorman gave an update on the Dragon Boat Race Festival held on August 9<sup>th</sup> and 10<sup>th</sup>. Military events were held in Oriental on Friday the 9<sup>th</sup> and the dragon boat races were held at River Dunes on August the 10<sup>th</sup>.

The military events were not as successful as those held at River Dunes because of the rough waters of the Neuse River. The military time trial portion of the day's events had to be cancelled. The Rickshaw Races and Dragon Rescue Swim were both well liked by participating military personnel. Flora reported that the charitable organizations that had booths at the events made money for their groups.

Under old business, Mrs. Wall reported that Blue Heron Productions should have the introductory video for posting on Oriental's new Youtube channel within a week.

There was discussion about the upcoming Jim Sammons Kayak Fishing Show segment that will be filmed in and around Oriental on September the 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup>. It was brought to the board's attention that in a fortunate turn of events there have been a number of articles posted on various websites and in print that were not expected but which will bring more focus on Oriental as a kayak and/or fishing destination.

Grace Evans volunteered to work with the Oriental Express Bicycle Club (and specifically Mary Anne Parham) to put together goody bags for cyclists participating in the CYCLE NC Spring Ride in Oriental. Suggestions for fillers included a street map, fortune cookies, and sanitizing hand wipes.

The board discussed several applicants for the Public Relations position which has been posted on the town of Oriental website. Several candidates did not respond to the chairman's request for writing samples. Other resumes were reviewed but no action was taken.

The board reviewed a proposal from Cashions Creations for a brochure design. It was decided that the board would invite Ginny Cashions to attend the next meeting to present samples of previous work. The board also agreed to accept other bids for a professional brochure. The board's PR person will include this information in her next article for the Pamlico News. Included in this will be a "tagline" contest for residents of Oriental for a catchy phrase to be used on the brochure that will attract all types of tourists to Oriental.

Mrs. Paplham and other board members reiterated that the board is not getting rid of “the sailing capital of North Carolina” as an established, recognizable slogan.

There being no further business, the meeting was adjourned.