

ORIENTAL TOURISM BOARD
Minutes
September 17, 2013

Chairman Wall established a quorum and called the meeting to order at 5:40 p.m. Present were Mrs. Wall, Mrs. Evans, Mrs. Beal and Mrs. Gwaltney. Mrs. Paplham was absent. Members of the public attending were Mayor Sage, Dee Sage, Eric and Ginny Cashions, Tom Zieleski and Sam Myers.

Minutes from the August, 2013 meeting was reviewed. Mrs. Evan moved to accept. Mrs. Beal seconded. Motion passed.

During the public comment period, and in response to an invitation from the tourism board, Eric Cashions from Cashion Creative gave a presentation and estimates for a brochure and a Wordpress Blog website. No motions were made.

Mrs. Wall reported that the ECU Art Department, through liaison with Carol Mabe, wanted to provide a design for the new tourism board brochure as their class project. Mrs. Beal moved that the board accept the offer. Mrs. Gwaltney seconded. Motion passed. Mrs. Wall will ask Mrs. Paplham to work with Carol Mabe on putting together a creative worksheet for the art department students to follow.

Sam Myers spoke to the board about broadening the tagline or catch phrase associated with Oriental. Discussion included the board's previous branding workshop and the current tagline contest for the new brochure. Mr. Myers was invited to make use of the board's PR person to get notice out for the 2014 In Water Boat Show. No motions were made.

Mrs. Wall reported that she had only received one entry for the tagline contest for the new brochure. The Cashions reported that the taglines on the promo materials given to the board be considered. Mayor Sage and Dee Sage each reported that they had submissions as well.

The Jim Sammons Kayak Fishing Show segment, filmed in Oriental in September, was discussed. Mrs. Wall reported that the show will air on the World Fishing Network in May of 2014.

The introductory video for Oriental's Youtube site is finished and available for posting. Mrs. Wall will mail the DVD to Meghan Bliss to upload. Mrs. Beal moved that Mrs. Wall be reimbursed for the padded mailer and postage. Mrs. Evans seconded. Motion passed.

Mrs. Evans discussed the CYCLE NC Goodie Bags. Prices spent per cyclist were discussed but no figure was decided on. Mrs. Evans will liaise with Mary Ann Parham

for items to be included in the Goodie Bags. Commissioner Larry Summers volunteered to liaise with Ragan Williams from CYCLE NC to be the local organizer.

Discussion was held about the tourism board website. Larry Summers agreed to speak with Interim Town Manager Wyatt Cutler about the website.

Mrs. Wall announced that Candy Bohmert has asked the tourism board to assist in finding an organizer for the luminary part of this year's Spirit of Christmas. Mrs. Bohmert is also looking for someone to replace her as "head Croaker" for the annual Croakerfest. The board agreed that our PR person should help get the word out.