

Tourism Board Regular Monthly Meeting

September 19, 2017 – Oriental Town Hall

A quorum being present, meeting was called to order by Chair Marsha Palpham at 5:35PM.

Members in Attendance: Marsha Palpham – Chair, Carol Mabe, Suzanne Gwaltney. None absent.

The Minutes from the August 15, 2017 Meeting were approved.

Discussion: The 2017-2018 Tourism Budget includes Radio Advertising for the first time. Palpham is to schedule a meeting with Al McPike of FM 95.7 (Eastern NC's Beach Boogie And Blues) to discuss schedules and creative development. Palpham and Mabe to work with Al on radio.

Discussion: Mabe updated the members on reprinting of the current Oriental Brochures used to promote the area since 2015. Twelve thousand (a two-year supply) were completed and delivered in early September. Plans are to design and print a new brochure in 2019.

Discussion: There was an update from Mabe on the PR Guide for Event Chairs located on the town website under Tourism Board. The Guide, designed to assist event chairs with promoting their events, includes information for writing effective press releases, forms for submitting info to media and a resource guide to area media outlets. The Guide needs updating and Mabe is to revise and replace with updated version on the town website. Mabe will also provide a blurb about the PR Guide to the Town Manager for a future issue of The Oriental Fishwrapper.

Discussion: There was discussion of the plans to promote Oriental at the upcoming New Bern Mum Fest for the second year October 14-15. Materials from the Oriental Brochures and Town Maps to info from area businesses and organizations will be passed out to visitors. Flora Moorman will assist with "hosting" the booth. Mabe will contact Oriental businesses for business cards, information and promotional handouts.

Discussion: Group was advised that the Oriental ad in the September Our State magazine featuring the Ol' Front Porch Music Festival had run (ad shown). The October ad featuring Oriental as a water destination has been upgraded free to a half-page ad by our friends at Our State. It can be seen in the October issue opposite page 72.

Motion made to Adjourn by Suzanne Gwaltney; second by Carol Mabe. Chair Palpham adjourned the meeting at 7:20PM.