

**ELIZABETH CITY-PASQUOTANK COUNTY  
TOURISM DEVELOPMENT AUTHORITY**

**Agenda  
April 25, 2019  
9:00 a.m.**

The purpose of the Elizabeth City Area Convention & Visitors Bureau is to increase travel to Pasquotank County generating revenues and improving the economy of the county. This is achieved through an aggressive advertising, tourism and public relations program designed to increase awareness and generate travel to the Elizabeth City Area for vacationers, leisure travelers, group tours and meetings. The bureau develops high quality literature for use in its fulfillment program and responds to telephone, mail, email and walk-in inquiries generated by its various programs.

**Call to Order:** Rhonda Twiddy, Chair

**Public Comment:** NCGS HB 635

**Additions/Deletions to the Agenda:** VOTE

**Guests:**

**Presentation:**

**Minutes:** March 28, 2019 | VOTE

**Finance Report:** March 2019 | VOTE

**Tourism Director Report:**

**Old Business:**

- **DMAP (accreditation)**
  - **Finance Update – Insurance**
    - One change regarding cyber insurance. All other policies in good standing. Copies for anyone that would like to review
  - **Personnel Update** – Personnel Policy is in the works. Job descriptions were reviewed.
  - **Strategic Plan – Review & Discussion**
    - Mission & Vision Statement | VOTE
- **Research RFP** | VOTE
- **Travel Rally**

**New Business:**

- **Signs:** New capital expenditure
- **Direction for 2019-2020 budget** | VOTE

**Committee Reports:**

- **Finance Committee:** Arthur McPherson, Rhonda Twiddy, Jeff Dixon, Sheri Small
- **Marketing Committee:** Maureen Donnelly, Andy Montero, Abel Sutton
- **Personnel Committee:** Rhonda Twiddy, Arthur McPherson, Andy Montero
- **Special Projects Committee:** Jeff Dixon, Gwen Sanders, Jeannie Young, Phil Mays  
One funding request from Pasquotank County for 2019 NC Potato Festival | VOTE
- **Board Recommendation Committee:** Rhonda Twiddy, Arthur McPherson, Maureen Donnelly

**Other Business:**

**Adjourn:** Rhonda Twiddy, Chair

**Next Meeting:** May 23, 2019