



Agenda
July 25, 2019 | 9:00 a.m.

MISSION: Promote overnight visitation that drives economic impact through destination marketing and enhancement of the visitor experience in Elizabeth City and Pasquotank County.

1. Call to Order: Rhonda Twiddy, Chair

2. Approval of the Agenda: **VOTE**

3. Public Comment:

4. Minutes: Approval of June 27, 2019 minutes | **VOTE**

5. Finance Report: June 2019 Financials | **VOTE**

6. Committee Reports:

- **Finance Committee:** Arthur McPherson, Rhonda Twiddy, Jeff Dixon, Sheri Small
- **Marketing Committee:** Maureen Donnelly, Andy Montero, Abel Sutton
The Marketing Committee met on July 19 to review new advertising opportunities, discuss possible new 2019-2020 committee members and to discuss drafts of the visitor profile survey questions.
- **Personnel Committee:** Rhonda Twiddy, Arthur McPherson, Andy Montero
- **Special Projects Committee:** Jeff Dixon, Gwen Sanders, Jeannie Young, Phil Mays
- **Board Recommendation Committee:** Rhonda Twiddy, Arthur McPherson, Maureen Donnelly

7. Presentation:

8. Tourism Director's Report

- Potato Festival EIC
- Little League tournament EIC
- Marketing Update
- AirBnB report
- STR data
- Visitor Research / SIR update

9. Old Business:

- **DMAP (Accreditation)**
 - **Adoption of By-laws | VOTE**
 - **Adoption of Conflict of Interest Policy | VOTE**
 - **Adoption of Code of Conduct & Ethics | VOTE**



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10. New Business:

- **Election of Officers, proposed slate below | VOTE**
 - Chair – Gwen Sanders
 - Vice-Chair – Phil Mays
 - Treasurer – Arthur McPherson
- **Approval of Audit Contract | VOTE**
- **Approval to publish collaborative wayfinding RFP | VOTE**
- **Appoint Committee Chairs and Committee Assignments**
 - Marketing Committee
 - Visitor Experience Committee
 - Finance Committee

11. Other Business:

12. Adjourn: Gwen Sanders, 2019-2020 Chair

Next Meeting: August 22, 2019