



Agenda
September 26, 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: Gwen Sanders, Chair

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

3. Public Comment:

4. Minutes: Approval of August 22, 2019 Minutes | **VOTE**

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

6. Committee Reports:

- **Finance Committee:** Arthur McPherson, Gwen Sanders, Jeff Dixon, Jeannie Young, Sheri Small
- **Marketing Committee:** Rhonda Twiddy, Maureen Donnelly, Andy Montero, Abel Sutton
- **Visitor Experience Committee:** Jeannie Young, Andy Montero, Phil Mays, Jeff Dixon
- The Visitor Experience Committee nominates the following two people as community additions to this committee for a term of one year. | **VOTE**
 - Wendy Pierce of Sentara
 - Beth Cross of MACU

7. Presentation: None

8. Tourism Director's Report

- STR research
- Wi-fi and Harbor Cam
- Wayfinding RFP
- Visitor Profile Research

9. Old Business:

10. New Business:

- Christmas in Elizabeth City – discussion and recommendation to spend up to \$5000 from our reserves to enhance downlight lighting | **VOTE**

11. Other Business:

12. Adjourn: Gwen Sanders, Chair

Next Meeting: October 24, 2019