

**Eastern Shore of Virginia Tourism Commission
Meeting Minutes
April 17, 2019 at 12:00 p.m.
19056 Parkway Road, Melfa, VA 23410**



Commissioners in Attendance

John Coker, Northampton Supervisor, Chair
Billy Joe Tarr, Accomack Supervisor, Vice-Chair
Tammy Holloway, Cape Charles Town Council
Evelyn Shotwell, Chincoteague Chamber of Commerce
(by phone)
Clarice MacGarvey, Northampton County Appointee

Ex-officio Non-voting Member in Attendance

Staci Martin, Virginia Tourism Corporation (by Phone)

Commissioners in Absence

Adam James, Accomack County Appointee

Staff Present

Robie Marsh, Executive Director
Sarah Head, Marketing Director
Aileen Joeckel, Executive Assistant

Guests Present

Karyn Belknap, Ten Good Sheep
Laura Dodson, Northampton County Chamber
Annie Jones, Artisan's Guild
Christy Clark, New Church Welcome Center, Assistant
Manager

1. Call to Order

- Coker called the meeting to order at 12:10 p.m.

2. Administration

- Marsh reported that the CD at Union Bank & Trust has been turned into a Money Market with over 2% yield rate for at least 12-15 months.
- At 12:17pm Tarr made a motion to approve both the financials and the minutes, which was seconded by Holloway and passed unanimously.

3. Public Participation

- Dodson gave an update on the Northampton County Agricultural Fair and said that she was working on growing Northampton County Chamber membership and gearing up for the busy season ahead.
- Belknap said she was here to learn and was congratulated on her new studio.
- Jones reported that the Artisan's Guild is in the process of registering new artist for the 2019 tour and working to increase membership.
- Christy Clark from New Church Welcome Center reported that things are getting busy, a lot of new brochures from customer they have never had before.

4. Consent Agenda

- At 12:20 p.m. Holloway made a motion to approve the updated agenda, which was seconded by Tarr and passed unanimously.

5. Executive Assistant/Marketing Director Report

- There were no questions regarding Joeckel's or Head's report.

7. Executive Director Report

- Marsh reported that visitation rate at the Southern Gateway Welcome Center was up 1.8% over March of 2018.
- VTC will be bringing in Instagram Influencers for 4 days, July 9th through the 12th, to tour the Shore as part of 50 years of Love. Marsh is collaborating with Holloway, Shotwell and Martin to create an itinerary.

8. Old Business

- Marsh announced that the New Assistant Executive Director will begin on April 25.
- Head's last day would be today. Marsh commended Head on doing an outstanding job during her time at the Tourism Commission. At one time she was the only one "holding down the fort" in the administration office. She will be deeply missed. Marsh has posted the job opening and will be beginning the interview process immediately.
- Website updates, VTC has resolved the coding issue, the calendar of events is now active. Workshops will be held to assist tourism partners to upload their events onto the calendar.
- Coker commented that if Marsh needs help with this training, we should consider hiring someone.

9. New Business

- Coker announced that Northampton County has tourism grants that they award annually. This years' grant funding came in at \$60,000. Robie, as a non-voting member, will provide his input on the awards. The granting is focusing on sustainable shoulder season growth not summer events. This will take place in the next 30 days.
- Strategic Planning Session will begin at the close of this board meeting.

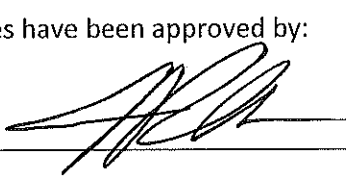
10. Matters by Commissioners

- Shotwell asked to get the word out to vote for Chincoteague as the best small town. Voting begins May 6th.
- Shotwell said that Amazon Prime was just on Chincoteague shooting a segment that will air in June.
- Chincoteague Seafood Festival will be in 2 weeks.
- Holloway announced, Main Street Cape Charles has 50 events to promote, 50 years of Love campaign, these events will be placed on Cape Charles calendar of events.
- Holloway stated that next weekend is the big kick off weekend for Cape Charles. Friday: Blessing of the Fleet; Saturday: Love run walk; Sunday: Blessing of the Worms.
- Cape Charles is also looking to hire a Social Media Specialist.
- MacGarvey stated that Exmore is in the process of rebranding their town.

12. Adjournment

- Holloway made a motion to adjourn, MacGarvey seconded and the meeting was adjourned at 12:53pm.

These minutes have been approved by:



5/15/19

Chairman

Date