

**Eastern Shore of Virginia Tourism Commission**  
**Meeting Minutes**  
**February 20, 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  
Clarice MacGarvey, Northampton County Appointee  
Adam James, Accomack County Appointee

Ex-officio Non-voting Member in Attendance

Staci Martin, Virginia Tourism Corporation

Staff Present

Robie Marsh, Executive Director  
Allan Burns, Industry Relations Manager  
Sarah Head, Executive Assistant

Guests Present

Karyn Belknap, Ten Good Sheep  
Laura Dodson, Northampton Chamber  
Cherron Davis, New Church Welcome Center

1. Call to Order

- Coker called the meeting to order at 12:05 p.m.

2. Administration

- James and Marsh reported on the updated financials/budget and Coker asked that the financials be corrected to show a more accurate list of fixed assets.
- Tarr made a motion to approve the financials which was seconded by Coker and passed unanimously.
- Coker noted that the January minutes needed one amendment. Tarr made a motion to approve the minutes pending the correction, which was seconded by Holloway and passed unanimously.
- Tarr made a motion to approve the consent agenda, which was seconded by Shotwell and passed unanimously.

3. Public Participation

- Belknap introduced herself and ESVA Creative, a grassroots initiative to showcase the artisans on the Shore. She encouraged anyone with questions to reach out to her.
- Dodson said her focus was membership and improving the Northampton Chamber's social media presence. She also talked about the influx of requests for itineraries.
- Davis said that the January numbers were up 1,000 people compared to 2018.
- Martin reported that the Rural Coastal Alliance is using the hashtag #RCVA to set itself apart from just Coastal Virginia. The scenic river's 50<sup>th</sup> Anniversary is in 2020, so there is talk of getting part of Onancock Creek designated as a scenic river. She also reported on the fact that the shore received 3 VTC grants totaling \$30,000.
- Marsh reported on the glass display case that ESVA has filled in the past. Belknap and Davis reported on how effective the case has been and how important they believe it to be. Martin recommended applying to the MLP grant through VTC to cover the cost. Coker asked Robie to develop a proposal for the glass case moving forward.

4. Items Removed from Consent Agenda

- Coker noted that the staff reports would now be included in the consent agenda. Holloway made a motion to approve the updated agenda, which was seconded by MacGarvey and passed unanimously.

5. Welcome Center/Industry Relations Report

- There were no questions regarding Burns' report.

6. Executive Assistant Report

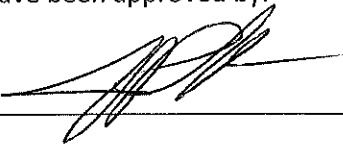
- Martin encouraged commissioners to come up with sustainable tourism issues for her students to work on.

12. Adjournment

- Coker made a motion to adjourn, Tarr seconded and the meeting was adjourned at 2:00pm.

These minutes have been approved by:

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Chairman  Date 5/15/19