

**Eastern Shore of Virginia Tourism Commission
Meeting Minutes
January 9, 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
Staci Martin, Virginia Tourism Corporation (by phone)

Staff Present

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

Guests Present

Laura Dodson, Northampton Chamber
Cherron Davis, New Church Welcome Center

1. Call to Order

- Coker called the meeting to order at 12:06 p.m.

2. Election of Officers

- Tarr nominated Coker for chairman, which was seconded by Holloway and Coker was approved unanimously. Coker opened the floor for nominations of vice chair. Coker nominated Tarr for vice chair. Holloway seconded and Tarr was unanimously approved. The floor was opened for nomination of secretary. Coker nominated Head, which was seconded by Holloway and Head was approved unanimously. The floor was opened for nomination of treasurer. Coker nominated James, which was seconded by Tarr and James was unanimously approved.

3. Administration

- Coker suggested moving the discussion of financials to the end of the meeting. Holloway said that she would like to add defining goals and the formatting of the agenda to this meeting's agenda.
- Coker noted that none of the board members were at the last meeting, so there should be no vote on November's minutes.

4. Public Participation

- Dodson said that she was in attendance to get to know the new board. She reported on working with Holloway and Marsh on the VTC grant. Discussion ensued about the overlap between the three Chambers as well as overcoming the misconception that fees will be required to become a tourism partner. The board agreed that they would not begin charging a membership fee.
- Davis talked about the 50 Days of Love campaign, the newly released VTC travel guide and the need for a Tourism Commission representative at VTC's Visitor Center Seminar in March.

5. Welcome Center/Industry Relations Report

- Burns reported on the millionth visitor at the Welcome Center and the gracious donations from our tourism partners who made the gift baskets happen.
- Bo Lewis has been brought on as an employee and Burns stated that there was a growing need for both staff and volunteers. He said that there currently were nine employees and nine volunteers.
- Sales are down because Burns doesn't have time to meet with new businesses, but he did say that there would be a cyclical surge of payments in March.
- Martin commented that a volunteer recognition program should be developed and stated that volunteer hours should be tracked so that they can be used at \$19 an hour grant matches. Burns suggested a one-day bus trip for Welcome Center staff to the Mariner's Museum to both reward and educate them.
- Holloway, Burns and Martin were made the Volunteer Recognition Program Subcommittee.

- MacGarvey said that she echoed what James said and she thought that it was important encourage partners to invest and that communication with the stakeholders was the way to do this.
- Tarr said that he will be working extra hard to get caught up on the tourism background, because he was not actively involved beforehand. He also thanked Shotwell for her work in marketing Chincoteague.
- Coker stated that the board had between thirty and sixty days to communicate their goals clearly to the partners. He also said that it was important to showcase the whole region working together and to get the financials nailed down.


10. Closed Session

- At 2:20pm James made a motion to go into closed session to discuss personnel and financial matters, in accordance with 2.2-3712 (A) of the Code of Virginia. This was seconded by MacGarvey and passed unanimously.
- At 3:08pm Shotwell motioned to reconvene in open session, which was seconded by Holloway. All members were polled in accordance with 2.2-3712 (D) of the Code of Virginia and the commission came out of closed session.

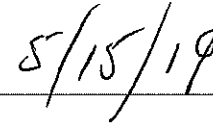
12. Adjournment

- Coker made a motion to adjourn, James seconded and the meeting was adjourned at 3:10 p.m.

These minutes have been approved by:



Chairman



Date