

Eastern Shore of Virginia Tourism Commission

Meeting Minutes

March 20, 2019 at 12:00 p.m.

19056 Parkway Road, Melfa, VA 23410

Commissioners in Attendance

John Coker, Northampton Supervisor, Chair
Tammy Holloway, Cape Charles Town Council
Evelyn Shotwell, Chincoteague Chamber of Commerce
Adam James, Accomack County Appointee

Ex-officio Non-voting Member in Attendance

Staci Martin, Virginia Tourism Corporation

Commissioners in Absence

Billy Joe Tarr, Accomack Supervisor, Vice-Chair
Clarice MacGarvey, Northampton County Appointee



Staff Present

Robie Marsh, Executive Director
Allan Burns, Welcome Center/ Industry Relations
Sarah Head, Marketing Director

Guests Present

Karyn Belknap, Ten Good Sheep
Laura Dodson, Northampton Chamber
Annie Jones, Artisan's Guild
Barbara Johnsen, Onancock Main Street
Catherine Krause, Onancock Town Council
Clara Vaughn, A-NPDC

1. Call to Order

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

2. Guest Speaker

- Clara Vaughn from A-NPDC gave a report on a study that they have been working on jointly with Virginia Tech to examine the feasibility of creating a shore-wide brand to represent the Eastern Shore's agriculture, aquaculture and artisan community. She will provide an update once the study is complete.
- Martin suggested hosting an agritourism workshop to help local businesses get involved with agritourism.

3. Public Participation

- Dodson said that they would be hosting their Annual Membership Meeting later in the week and gave an update on the Northampton County Agricultural Fair.
- Belknap gave an update on ESVA Creative's progress and growth through their social media channels.

4. Items Added to Consent Agenda

- Holloway requested that building a Lovework sign be added under "New Business." Shotwell made a motion to approve the updated agenda, which was seconded by Holloway and passed unanimously.

5. Welcome Center/Industry Relations Report

- There were no questions regarding Burns' report.

6. Marketing Director Report

- Coker asked Head why a database of community contacts has not yet been created. Head explained that there is a general industry database, but that a database of active partners needs to be built out.
- Head suggested creating a Facebook group to increase industry communications and engagement.

7. Executive Director Report

- Coker commended Marsh on his report to the Accomack Board of Supervisors.
- Marsh reported on the status of the new website and explained that the project was on hold until the VTC mapping issue is corrected. He also said that once that was resolved, a series of workshops would be planned to help partners upload their information to the site.

8. Old Business

- Marsh gave an update that The Commission would be receiving the requested funding from Onancock.
- Marsh announced that Aileen Joeckel has been hired as the new Executive Assistant and will start shortly.

9. New Business

- Holloway stated that she would like to see a Lovework sign developed to be placed outside of the Chamber building that would represent the entire Eastern Shore. Holloway, Belknap and Head were appointed to a subcommittee to begin brainstorming this process. There would also be a representative from the ESVA Chamber on this committee.
- It was decided that the Strategic Planning Session would be held after the next board meeting on April 17, 2019.
- Marsh reported that the retirement party for Burns will be held early to mid-April at the Island House.

10. Matters by Commissioners

- Holloway announced that Cape Charles was creating a map and would like to include a map of the entire Eastern Shore on the back of the brochure. She also said that Cape Charles mainstreet was preserving a railcar to be made into a welcome center and was in the process of being designated as a DMO.
- Shotwell said that they were preparing for the Decoy Festival and the Seafood Festival and that Chincoteague would be welcoming a few new businesses.
- Martin reported that there would be a VTC retreat where she would receive updates on the website and the state tourism plan, as well as discuss the MLP grant process. VTC is also in the process of developing a Virginia space loop.
- Coker reported that the Northampton Country Infrastructure Grant letters have gone out and that applications are open. He also discussed the article that was run by CBES.
- Martin requested that she needed to be listed in the minutes as an ex-officio non-voting member.

11. Administration

- James and Marsh reported on the updated financials/budget and Marsh reported that he was expecting a positive net income at the end of the fiscal year.
- At 1:30pm Holloway made a motion to approve the financials which was seconded by Shotwell and passed unanimously.
- At 1:32 pm Holloway made a motion to approve the minutes, pending that Martin be listed as an ex-officio non-voting member. This was seconded by Shotwell and passed unanimously.

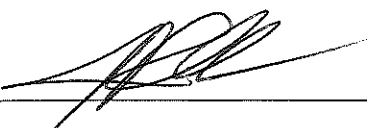
12. Closed Session

- At 1:38pm Holloway made a motion to go into closed session to discuss contractual matters and personnel, in accordance with 2.2-3712 (A) of the Code of Virginia. This was seconded by James and passed unanimously.
- At 2:15pm Holloway motioned to reconvene in open session, which was seconded by James. 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

- James made a motion to adjourn, Holloway seconded and the meeting was adjourned at 2:18pm.

These minutes have been approved by:

Chairman  Date 