

**TOWN OF LELAND
TOURISM DEVELOPMENT AUTHORITY
JANUARY 19, 2010
3:00 PM**

ASSEMBLY

The Town of Leland Tourism Development Authority held its regular meeting at 3:00 pm on Tuesday, January 19, 2010 at Leland Town Hall, 102 Town Hall Drive.

Present were: Barry Eagle, Chairman; Glenda Browning, Corey Gooden, Terri Grillo, and Justin Williams.

Also present: Mitzi York, Executive Director, Brunswick County Tourism Development Authority

CALL TO ORDER

Barry Eagle called the meeting to order at 3:00 pm. A quorum was present. He introduced Mitzi York, Executive Director of the Brunswick County Tourism Development Authority. He advised T. Grillo and J. Williams that they cannot vote because they have not been sworn in but can participate in discussion.

APPROVAL OF PREVIOUS MOTIONS

Because members were not sworn in before prior meetings, Glenda Browning **motioned** to approve all previous motions, **seconded** by Corey Gooden. A memo outlining previous motions made was included in the agenda packet. **The motion passed unanimously.**

APPROVAL MINUTES – NOVEMBER 17, 2009

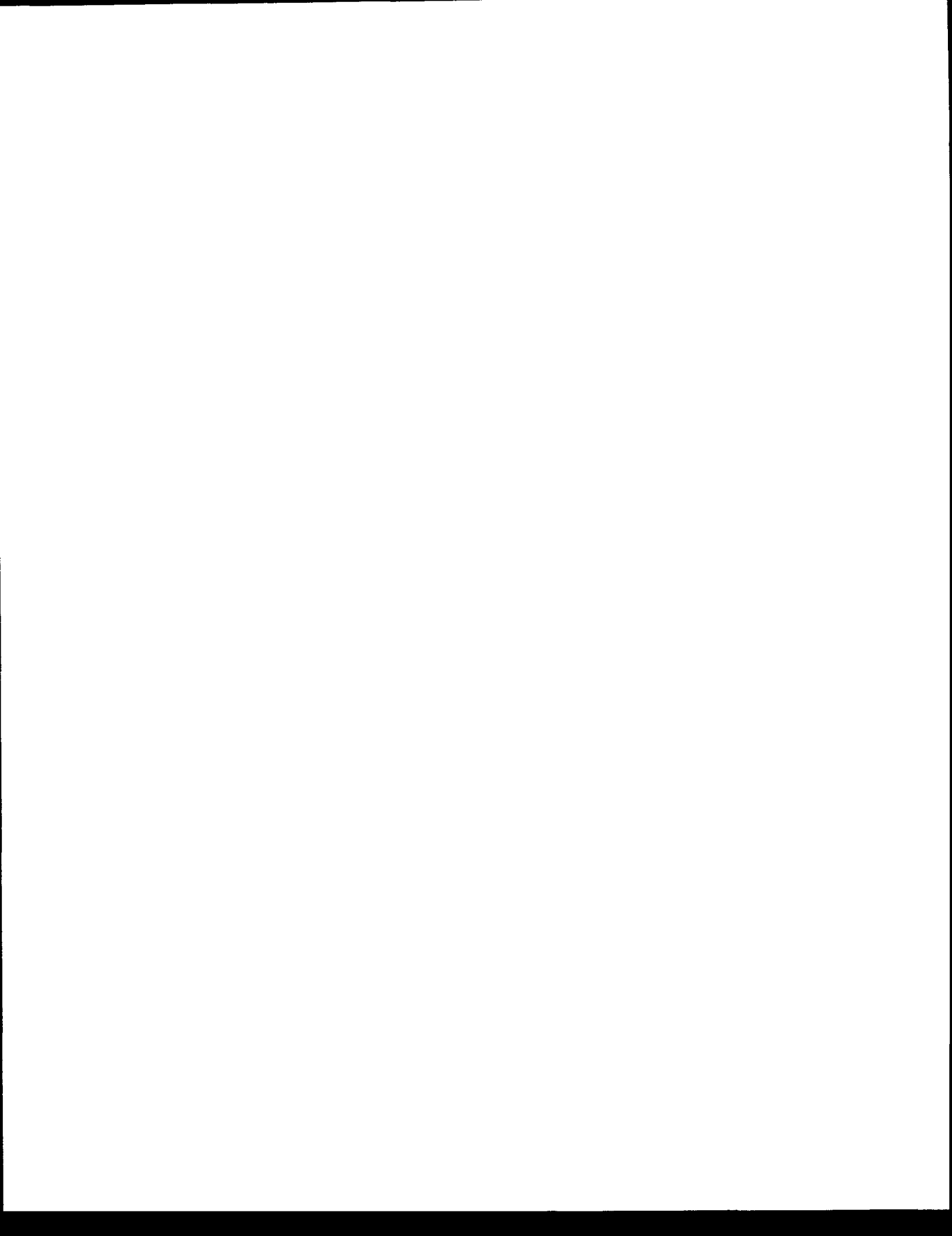
Glenda Browning **motioned** to approve the minutes with a correction on page 3, third paragraph changing Glenda Williams to Glenda Browning, **seconded** by Corey Gooden. **The motion passed unanimously.**

ORGANIZATIONAL UPDATE

Barry Eagle has asked Donna Strickland to work on a letter of agreement to give to the Brunswick County TDA for administrative services. Glenda Browning **motioned** to give Barry Eagle the authority to do what needs to be done to between now and next month to enter into an agreement with the Brunswick County TDA for administrative services, **seconded** by Corey Gooden. **The motion passed unanimously.**

OLD/NEW BUSINESS

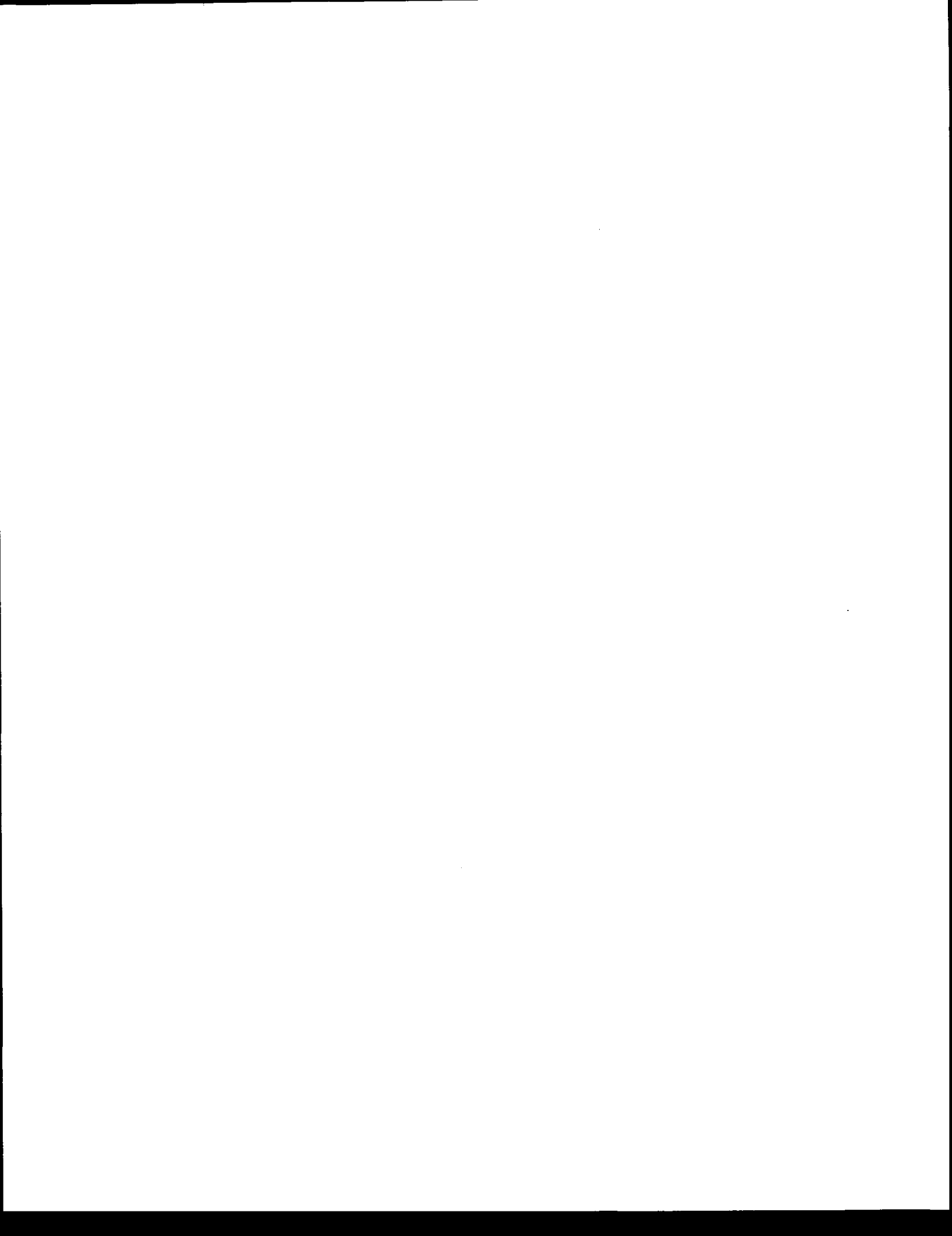
Barry Eagle advised the Board that he met with Mitzi York to discuss projected revenues for the current fiscal year. The agreed upon amount was a minimum of \$20,000 in occupancy tax money for the period January 2010 to June 30, 2010. He asked Glenda Browning and Terri Grillo to work with M. York on a budget for January 2010 to June 30, 2010. M. York advised that the budget should be presented to the Board prior to the February meeting and that a public hearing be scheduled for the February meeting. The public hearing needs to be advertised 10 days prior to the public hearing. G. Browning



recommended that M. York draft a proposed budget and email it to G. Browning and T. Grillo for review. Glenda Browning **motioned** that Mitzi York work on a budget for approval to be presented at the February meeting with all legally required steps in place at that time, **seconded** by C. Gooden. **Motion passed unanimously.** M. York will discuss the budget process with Donna Strickland. B. Eagle advised that 2/3 of the funds need to go to marketing and 1/3 can be used for tourism related expenses. B. Eagle believes that the sports market is something we can tap into to book rooms in Leland. G. Browning suggested that the LTDA needs guidelines if it is to provide funds for sporting events, festivals, etc. M. York will contact other TDAs to see if we can get sample guidelines. The budget committee will work with M. York on guidelines.

The Marketing Committee got website bids from Blue Tone and Sage Island. They received a bid of \$2300 for development of a website plus \$40 per month for hosting from Blue Tone. The other bid was 5 to 10 pages for \$4000 to \$5000. Justin Williams believes it would be best to separate from the Town of Leland site to get a tourism look. Other ideas include getting on facebook, billboards but we probably don't have the money for billboards now. He volunteered that he could help provide photos for a website. The website could be designed so we could do updates. G. Browning commended their work but suggested that maybe we need to develop what we want first. B. Eagle asked if we know for sure if a website will drive tourism here. We will need to drive traffic to a website. J. Williams believes he could get Blue Tone to work with the LTDA to maximize a website. T. Grillo suggested that if Blue Tone would work with the LTDA it would be a good referral for them. She recommended that the LTDA join the North Brunswick Chamber so that it could have a link to the Chamber site. T. Grillo believes we should move on a website. B. Eagle suggested we move forward first on developing a budget. G. Browning suggested we should look at developing local partners. J. Williams added that it would be in the best interest of potential partners to link to the LTDA.

G. Browning asked if we would need a professional to show us how to market Leland. M. York suggested that before the Board proceed with a website that it do some planning on how it wants to brand or position Leland. That would influence how the website will look and its content. T. Grillo and J. Williams expressed concern about costs. M. York suggested some conversation with SMITH Advertising because it is the ad agency for the BCTDA and maybe they could assist at a lesser rate because of that relationship. G. Browning is concerned about having a direction before building a website. G. Browning thinks having someone come in to help identify potential marketing points would be helpful. J. Williams said any web company selected will look at other tourism websites but Leland is different than other tourism areas. B. Eagle added that we are the center of it all —easy access to a number of beaches, downtown Wilmington, outlets in Myrtle Beach. M. York added that it makes sense to have an idea about our positioning and giving a web developer direction rather than having a web developer give the LTDA direction on how to brand Leland since it is not their expertise. Some discussion on direction would put the LTDA ahead of things more so than asking a web developer to build a website without direction. B. Eagle and M. York will meet with Todd Smith of SMITH Advertising before the BCTDA meeting next week. J. Williams asked who was listed on the BCTDA site, if they paid, and if they are linked. BCTDA partners are linked and are not charged. T. Grillo added that there are also marketing companies that are members of the Chamber. B. Eagle reminded the Board that we will not start off




with a lot of money, if we have a website we need people to see it, and we need guidelines for tourism-related expenses. The Board is setting the groundwork for the future.

ADJOURNMENT

C. Gooden motioned to adjourn the meeting at 4:00 pm, seconded by G. Browning. Motion passed unanimously.

Respectfully Submitted,



Corey Gooden, Secretary

Approval Date:

