



August 19, 2025

Bertie County Tourism Development Authority
Board Meeting 11 a.m. – 1 p.m.
Bertie County Library Extension Office Meeting Room

MEETING MINUTES

1. Call to Order

Laura Orsini called the meeting to order at 11:00 a.m. A quorum was established.

2. Attendance

Board Members Present: Laura Orsini, Allen Castelloe, Tim Bazemore (arrived at 11:18), Kelsey Reside, Patricia Ferguson, Vivian Sanders, Brenda Cooper

Non-Voting Members Present: Jodie Rhea

3. Approval of Agenda

The agenda was unanimously approved.

4. Approval of:

- a. Minutes of June 19, 2025, Emergency Board Meeting**
- b. Minutes of July 15, 2025, Board Meeting**

Patricia Ferguson moved to approve the minutes of both meetings. Motion carried unanimously.

5. Update: Review of clean draft of Bylaws

- a.** Patricia Ferguson (committee chair) provided updates on the bylaws committee's work.
- b.** All edits are requested by August 29, 2025.
- c.** The bylaws committee will produce a final draft for adoption at the next meeting. The draft will also be reviewed by an attorney.
- d.** TDA Board members are asked to review proposed changes and provide input.

6. New Business

- a. **Proposed Addition of 4 Members to the TDA Board**
 - i. Brenda Cooper moved to expand the board to 11 members. Motion carried unanimously.
 - ii. A resolution requesting expansion was circulated and approved.
 - iii. Four proposed new members were discussed. Kelsey Reside moved to approve the four nominations. Motion carried.
- b. **Proposed Rotation of Meeting Locations**
 - i. Discussed rotation meeting locations. Suggested sites: River Center, Vitality Center, Occano, Library (large conference room).
 - ii. Meetings will continue on the third Tuesday of each month at 11:00 a.m.
- c. **Presentations from Tourism Businesses**
 - i. Suggested adding short presentations from local travel/tourism businesses at each TDA Board meeting.
 - ii. A Business Presentation Committee was formed; someone is already booked for the next meeting.
- d. **Creation of TDA Email Accounts**
 - i. Recommendation: all board members create TDA-specific emails (format: BCTDA[LastName]@gmail.com).
 - ii. Patricia Ferguson moved to approve; Kelsey Reside seconded. Motion carried.
- e. **Social Media Presence**
 - i. Discussion on launching TDA accounts on Facebook, Instagram, and YouTube.
 - ii. PIO to draft an “About” section for Destination Bertie.
 - iii. Research needed on securing “Visit Bertie” accounts and branding.
 - iv. To be revisited at next month’s meeting.
- f. **Reporting Forms for Lodging Owners**
 - i. All lodging owners (including AirBNB/VRBO) must submit required forms, regardless of who remits payment.
 - ii. Noted that short-term rental platforms remit lump sums without property-level breakdowns.
- g. **TDA Short- and Long-Term Goals**
 - i. Discussion points included:
 1. Allocation of occupancy tax funds ($\frac{2}{3}$ for tourism promotion).
 2. Itinerary development for NC Tourism website.
 3. Role of River Center and other community sites as visitor touchpoints.
 4. Consider forming a “Vision Team” for long-term planning (to be added to next agenda).
 5. Explore input from outfitters regarding hunting tourism.
- h. **TDA budget planning and process**
 - i. Deferred to a future meeting agenda.
- i. **Short- and long-term funding for the TDA**
 - i. Deferred to a future meeting agenda.

7. Miscellaneous Items

- a. Requirement for a finance office representative at meetings (either Willie or his appointee).

8. Member Departures:

- a. Allen Castelloe left the meeting at 11:35 a.m.

9. Public Comment (3 minutes)

- a. Noted that TDA Meeting not on county website
- b. Suggested better website and social media communication
- c. Asked about bylaws adoptions (still pending, will be reported to commissioners)
- d. Clarified that the TDA is an independent authority under state statute and functions as its own board of directors.

10. Adjournment

- a. Meeting adjourned at 12:25
- b. TDA will meet on the 3rd Tuesday of the month at 11AM
- c. Next meeting scheduled for Tuesday, September 16, 2025, at 11:00 a.m.