



September 16, 2025

Bertie County Tourism Development Authority

Board Meeting 11 a.m. – 1 p.m.

Vitality Center

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, Kelsey Reside, Patricia Ferguson (via zoom), Vivian Saunders, Brenda Cooper

Non-Voting Members Present: Willie Mac

Guests Present: 4

3. Approval of:

- a. Agenda
- b. Minutes of August 19, 2025, Board Meeting

The agenda was unanimously approved with an addendum from Patricia Ferguson to include a report on the Pecan Pickling Film Festival under Updates.

The minutes of the August 19, 2025 board meeting were unanimously approved.

4. Updates:

- a. The draft bylaws were submitted to Attorney Jonathan Huddleston for review.
- b. Ad Hoc Participation Clarification
 - i. Chair Orsini provided an update regarding the role of Attorney Huddleston. While he was previously considered for service in an ad hoc capacity, he will not serve as an ad hoc member.
- c. Quarterly update for County Commissioners postponed to Sept. 29 working meeting:
 - i. TDA Board has adopted a resolution to expand membership by four seats. Four nominees have been identified and will be presented to the Commissioners on Sept. 29 for their approval.
 1. Minutes reflect the revised date to be September 29th (not the 22nd)
- d. Pecan Pickling Film Festival Report
 - i. Reviewed report to the BC TDA
 - ii. Meeting minutes reflect thanks to Chair and Vice Chair for their time

iii. Report entered into official records of the BC TDA

5. Discussion & Action Items

a. Process for choosing future meeting locations

i. Meeting location for future meetings will be determined at the end of each meeting

b. Further conversation about business presentations at TDA meetings

i. Co-PIOs Tim Bazemore & Kelsey Reside to work on list for businesses to present at TDA meetings

c. Update from Tax Office on occupancy tax collections (effective Sept. 1)

i. Tax effective 9/1, due by 10/20

ii. Collection form shows what revenue collected by lodging owner less what was collected by a 3rd party (OTAs)

d. Plans for TDA's website and social media presence (Facebook, Instagram, YouTube)

i. To be discussed next meeting

e. TDA short- and long-term goals

i. Discussed 5 itineraries for things to do in Bertie Country & getting them on websites now

ii. Discussed creating rack card with Visit Bertie information

iii. Discussed creating social media presence and hashtag to allow for sharing pictures

f. TDA budget planning and process (including future funding considerations)

i. To be discussed next meeting

g. Starting points / welcome centers in each municipality

i. Discussed possible welcome centers in each municipality including the following options:

1. Rec Center – Indian Woods
2. River Center – Windsor
3. Vitality Center – Lewiston-Woodville
4. Community Center – Askewville
5. Seed Museum – Colerain

h. Information on free workshops offered by state/tourism organizations

iv. Discussed workshops and meetings including:

1. Northeast Trail Workshop
2. 9/23 – Itineraries Meeting
3. 10/2 – Itineraries Meeting
4. Regenerative tourism – actively make place better

i. Welcome booklet concept (modeled after Wilson, NC brochure)

i. Discussed creating welcome booklet for Bertie

6. Miscellaneous Items

a. Reiterated the recommendation for all board members create TDA-specific emails (format: BCTDA[LastName]@gmail.com).

7. Member Departures:

a. Tim Bazemore left the meeting at 11:28 a.m.

8. Public Comment (3 minutes)

a. Roger Roscoe of BlueJayRec.com discussed programs and events at BlueJayRec

9. Adjournment

a. Meeting adjourned at 12:14

b. TDA will meet on the 3rd Tuesday of the month at 11AM

c. Next meeting scheduled for Tuesday, October 21, 2025, at 11:00 a.m. at Occano in Merry Hill, NC

i. Business presentation will be done by Occano (host location)