



**January 20, 2026**

**Bertie County Tourism Development Authority**  
Board Meeting 11 a.m. – 1 p.m.

Windsor Town Hall  
128 S. King St., Windsor, NC 27983

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**AGENDA**

1. Call to Order
2. Attendance
3. Approval of:
  - Agenda
  - Minutes of December 16, 2025, Board Meeting
4. Updates
  - Tax collection update – Jodie Rhea
5. Guest presentation by Ken Ludwig – owner/operator of B&K Coffee Roasters in downtown Windsor. He has a great handle on visitors to downtown Windsor and some really good ideas for engagement.
6. Discussion & Action Items
  - Finance Committee – budget update
  - D&O Insurance update
  - Business View Magazine article – brainstorm talking points for TDA inclusion
  - Visitor Center/Welcome Centers Report
  - Outreach to Community Groups Report
  - Birdwatching /photography report
  - Historic Preservation Committee Report
  - Tourism business invitations – Kelsey and Tim to give report
  - Website Committee report
  - Social Media Committee report
  - Festival Committee report
  - BertieCountyTDA.com website report
  - Discuss Bertie County Tourism Master Plan

- Review TourismThatWorks offerings
- Discussion about funding for bigger projects
- Discussion about managing information/invitations

7. Next Steps

- Invite business presenter
- Choose next meeting location

8. Public Input/Questions (3 minutes per speaker)

9. Adjournment