



Tuesday, February 12, 2025 10:00AM

Members Present: TDA Chairperson Tabatha Walsh (Murphy Family Ventures), Commissioner Jesse Dowe, Duplin County Finance Officer Chelsey Lanier (ex officio member), Jordon Whaley (Cabin Lake), Madison Wise-Fussell (Duplin Winery) Sonia Guardado (Sombrero Loco Taqueria)

Members Absent: Jess Melton (Magnolia Dreams Inn)

Duplin County Staff Present: County Manager Bryan Miller, Assistant County Manager Carrie Shields, Administrative Specialist Jasmine Savage, Executive Director of Tourism Robert Cox, Duplin County Tourism Christa Parker

Tabatha Walsh presided over the meeting.

Commissioner Dowe gave the invocation.

Jordon made the motion to approve minutes from the February 2025 TDA meeting.
Commissioner Dowe 2nd -Motion Passed

Executive Tourism Director Update:

Robert provided an update to the board on the year-to-date budget, covering encumbrances and the occupancy tax collected so far this year. Spending is on track for the 2024-2025 fiscal year.

New Business

National Travel and Tourism Week, May 4th to May 10th: The tourism office will participate in two industry-related events this week.

Old Business

Robert discussed the website redesign, the new IT Digital plug-in, and the onboarding process. Additionally, the first proof of the visitor guide should be ready for review within the next few weeks. We will utilize a third-party company, "bulletproof," to proofread the visitor guide.

Comments

Brian updated the board on the TDA office remodel. The project is progressing well, and Brian will update us more as it continues.

The county leadership and the TDA board discussed the Agribusiness Fair, the Muscadine Festival, and their relationship with the TDA board and staff. The county leadership plans to meet with both the Muscadine Committee and the Agribusiness Fair Committee to gain an understanding of the future of these events.

The meeting adjourned at 10:53 A.M.

TDA Chairperson