



November 18, 2025

Bertie County Tourism Development Authority

Board Meeting 11 a.m. – 1 p.m.

Roanoke/Cashie River Center
112 W. Water St. Windsor, NC 27983

AGENDA

1. Call to Order
2. Attendance
3. Approval of:
 - Agenda
 - Minutes of October 21, 2025, Board Meeting
4. Updates
 - Confirm board terms for 11 members
 - Tax collection update – Jodie Rhea
 - Hotel feasibility study update – Robin Payne
5. Guest presentation by Ken & Brooke Ludwig – owners/operators of B&K Coffee Roasters in downtown Windsor. The guest book idea came from their experience with international visitors.
6. Brief presentation about River Center’s role in Bertie tourism from Bri Godwin
7. Discussion & Action Items
 - History of TDA – Robin Payne
 - How we access/use the funds collected from the occupancy tax – Willie Carawan
 - Review UPLIFT itineraries for inclusion on DestinationBertie.com – may require a committee
 - Review updated rack card with QR code/link pointing to DestinationBertie.com
 - Rest Area/Visitor Center Committee report
 - Outreach to community groups
 - Pastors/Churches – Laura still working on this

- Outdoor groups/businesses – Laura and Tim to discuss this month
 - Tourism development ideas to pursue
 - Birdwatching and photography highlights – Laura to give brief report
 - Historic markers for local sites – may require a committee
 - Tourism business invitations – Kelsey and Tim to give report
 - Website Committee report
 - Social Media Committee report
 - Festival Committee report
 - BertieCountyTDA.com website report
 - Congratulations – special announcement
8. Next Steps
- Finish websites enough to launch them
 - Take action on Guest Books – printing, distribution
 - Take action on Rack Cards – printing, distribution
 - Invite business presenter
 - Choose next meeting location
9. Miscellaneous Items
10. Public Input/Questions (3 minutes per speaker)
11. Adjournment