



October 21, 2025

Bertie County Tourism Development Authority

Board Meeting 11 a.m. – 1 p.m.

Occano Golf & Boat Club

105 Scotch Hall Court, Merry Hill, NC 27957

AGENDA

1. Call to Order
2. Attendance
3. Approval of:
 - Agenda
 - Minutes of September 16, 2025, Board Meeting
4. Updates
 - Welcome new board members
 - Pastor Gregory Gilliam**
 - Brianne Godwin**
 - Latricia Hines-Miller**
 - Kate Jordan**
 - Ratify the bylaws
 - Establish staggered board terms for 11 members (per Article II, Section 3 of the bylaws)
 - Chair purchased the domain BertieCountyTDA.com
5. Discussion & Action Items
 - Decision to utilize BertieCountyTDA.com as our domain name (redirecting to our page on the County's website)
 - Decision to reserve DestinationBertie.com as our tourism site
 - Review potential rack card with QR code/link to itineraries on VisitNC.com (eventually to point to DestinationBertie.com website)
 - Decide on specific locations for Welcome Centers throughout Bertie County

- Upcoming meetings with community groups (November)
 - Pastors/Churches
 - Farmers
 - Outdoor groups/businesses
 - Mayors and clerks (re: mural trail and related tourism initiatives)
- Tourism development ideas to pursue
 - Welcome centers and small signage with QR codes
 - Birdwatching and photography highlights
 - Historic markers for local sites
 - Encouraging existing tourism-related businesses to improve presentation and visibility
 - Festival support and coordination
- 6. Next Steps
 - Finalizing and publishing the Destination Bertie website
 - Itineraries
 - Places to eat, stay, and visit
 - County events and tournament calendar
 - Worship listings (churches with websites or social media)
 - Additions?
- 7. Miscellaneous Items
- 8. Public Input/Questions (3 minutes per speaker)
- 9. Adjournment