

**DOWN EAST COUNCIL**  
**Monday, March 7, 2016**  
**Williston, 7:00pm**

**AGENDA**

*Vision Statement*

*To serve as a unified voice of our Down East Communities by expressing our desires and needs for promoting and preserving livelihoods in a growing economy, celebrating and honoring our heritage while protecting our unique coastal environment.*

**Welcome and Introductions.**

Attending: B. Garrity-Blake, Art Noyes, Richard Lowdermilk, Stan Dabkowski, Anthony Nelson, Dave Boileau, Theresa Burkhardt, Margery Misenheimer, Gail Cannon, Nancy Lewis, Jeff Aydelette.

**Guest:** Jeff Aydelette, The County Compass newspaper (Oriental, NC).

**Minutes:** No minutes available.

**Treasurer's Report:** No treasurer's report available.

**Old Business:** Barbara expressed Carol Lohr's regrets in having to postpone her appearance due to her puppy getting attacked by a pit bull. Hopefully she will come to the April meeting, and requested that it be bumped up to 6pm. Carol will talk about exciting projects for Down East, and will let us know if the TDA can contribute to the sign effort.

Sign update from Richard: not much news other than raising the funds; seems we need about 7,000 to complete project. Company needs \$5k to start project. Jeff Aydelette is highly supportive of sign, emphasizing the importance of the Down East identity, and will write a story about it in the Compass. Also he contributed \$40. Gail Cannon contributed \$40. Barbara wrote a check for \$300, 240 of which was tee shirt sales from Gloucester Mardi Gras, 60 contribution from Blake Boatworks. **We need a more descriptive flyer for the sign fundraising effort, including directions as to how people can contribute. Barbara will work with Lillie to do this.** Jeff A. wants a copy. Margie suggested they go in Yogi's store, etc. Also **Richard requested a fundraiser request letter on DEC letterhead. Mention DEC is a non-profit. Point to Paypal, etc. with contact info on bottom. Barbara will work with Lillie and distribute this.** He wants to send it to second-home owners.

Straits fishing pier: Anthony mentioned that it's hard to keep the light on. Maybe effect of salt?

Harkers Island bridge: Anthony explained that four different plans are proposed, but the result will be a high rise bridge to the island, complete by 2019.

Fisheries update: Barbara gave update on NC Catch Summit happening in Beaufort tomorrow, and the clam bake that was held at the CSWM tonight. Anthony said the departure of Louis Daniel as director of DMF was a surprise to all, and that DMF hoped to fill that position w/in the next couple of months.

No further action on the drug drop-off plan.

Discussion on Cape Lookout Family Medicine coming to Otway. Is this a PA? Hard to find a good doctor. Dr. Wardell, once at Sea Level, is currently practicing in Havelock.

### **New Business**

Guest Jeff Aydelette talked about the growing distribution of his newspaper the County Compass, including Carteret County (paper in Lookout Grocery, for example). He showed us his ad pricing. The paper is free and he is dependent on ads, but they are reasonable. Wants to sell 10 “anchors” ads to make up a full page promoting Down East. Launch date April 7. 6 mos \$35/week or \$5 week for smaller listing at page bottom. 1,000 distribution points in nine counties. 20,000 readers per week. Will write about DE sign and ask for donations. **DEC will mention his paper and ad solicitation on website/fb page.** Jeff took a photo of DEC for upcoming article.

Richard reported on attending the CC Tourism Authority workshop on grants - tourism enhancement fund. Promote travel and tourism, state money, max 12k, must be outside the region: purpose is to bring tourists in. Richard turned Brenda’s homeplace into a rental house, and surprised by # people from out of state. 230 days rented last year. Vacation rental by owner. They stay a week, love seclusion of Atlantic, want to fish, kayak, canoe. Why not have Down East NC listed on out of state website banner, VRBO. People should lump themselves together and promote area. GRANT WOULD FUND something like this: VRBO ad. An answer to the problem of no hotels DE, promoting local guides, kayaks, etc. Tie into paddle trails. Margie suggests someone do an inventory of how many people Down East are doing vacation rentals.

**Next meeting:** April 4, 6pm if Carol Lohr is guest. Stay tuned.