

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
TUESDAY, DECEMBER 20, 2016
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Susie Walters, Chair; Nancy Caviness, Secretary; Dorie Fuller, Treasurer; Leo Holland, Assistant Treasurer; George Banks III, Bambos Charalambous, Tonia Cohen, Mike Hogan, Natalie Kavanagh, Stuart Pack, Wally Overman, Martha Wickre, and Dwight Wheless, Legal Counsel.

EXCUSED ABSENCE: Ervin Bateman, Vice Chair.

STAFF:

Lee Nettles, Executive Director
Lorrie Love, Tourism Sales and Events Manager
Aaron Tuell, Public Relations Manager
Amy Wood, Clerk to the Board/Administrative Specialist

OTHERS: Shields Overton, Days Inn Mariner; Mark Dowdle, Deputy Superintendent, Outer Banks Group, National Park Service; Lynda Wood and Patty McKenna, Outer Banks Sporting Events.

The meeting was called to order at 9:04 a.m. The Chair welcomed guests and wished everyone Happy Holidays. Then the Board recited the pledge of allegiance.

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Ms. Fuller seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Hogan moved to approve the November 17, 2016 meeting minutes. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Deputy Superintendent Dowdle thanked First Flight Society for the 113th Celebration of Flight, discussed efforts to help mitigate erosion impacts in Avon, reviewed visitation numbers at area National Park Service sites, and announced that all the work had been done to amend to allow for earlier morning openings of certain beaches open to ORV use, extend the dates for ORV seasonal routes by two weeks in the spring and fall, and allow the Seashore to issue ORV permits that will be valid for different lengths of time than previously existed, and extend an existing bypass route at Cape Point.

Lynda Wood noted her retirement and announced Patty McKenna as Interim Executive Director for Outer Banks Sporting Events. Lynda Wood thanked the Board for their support of Outer Banks Sporting Events throughout the years and presented Dorie Fuller and Natalie Kavanagh with framed prints of the official marathon poster.

CHAIR'S REPORT: The Chair thanked both Ms. Fuller and Ms. Kavanagh for their service to the Dare County Tourism Board.

BUDGET AND FINANCE REPORT: Ms. Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2016-2017 are up 2.72% over 2015-2016 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Outer Banks slated to be Destination of the Month in January on the Travel Channel.
- Potential legislation to change school start dates. The Board discussed how changing those dates impacts Dare County in particular. The Board will continue to monitor this.
- Inquiry, Fulfillment and visitation numbers. The Board discussed cost per lead and what role it plays in determining success and visitation being down at the Welcome Centers, if this was a state and country wide trend; and different ideas (like a mobile welcome center or exhibits) on how to increase visitation at the Welcome Centers.

Lorrie Love reviewed the recent American Bus Association and AENC shows and the event schedule for The Soundside event site. Many events are returning and have already booked the site.

Aaron Tuell reviewed the OBX Daydream video series featuring holiday recipes and scheduling upcoming appearances in area TV lifestyle shows featuring the Outer Banks as well as other media efforts to promote The Outer Banks.

OLD BUSINESS: Mr. Overman discussed progress on gathering local support for a request to the North Carolina Highway Patrol to fund a traffic management program at the intersection of US 158 and Highway 12 in Kitty Hawk. A letter and resolution were sent (both via postal service and hand delivered) to North Carolina State Highway Patrol Colonel Grey. The resolution was signed by all the Dare County Towns but Kitty Hawk and Currituck County also joined in the petition for assistance at this intersection. The County hopes to have an answer in January but Mr. Overman encouraged the Board to think about how to fund/manage this program if the request was denied by Highway Patrol.

NEW BUSINESS: Mr. Overman noted North Carolina State University had presented findings from the economic development study. One finding suggested an Olympic Class Sailing Center, which would attract people year round for sailing. More information on this idea is to come.

BOARD MEMBER COMMENTS: Mr. Holland noted his attendance at the Grand Illumination of WinterLights and at the Festivus Road Race. Mr. Overman shared the letter from Sentara (attachment A) and asked if the Board should put signage up regarding the dangers of diving in the water. A few Board members noted that this was a public safety issue and would take the letters back to their respective towns. Ms. Walters thanked Board members for their hard work and dedication.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, January 19, 2017 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Roanoke Island.

Hearing no further business before the Board, the Chair adjourned the meeting at 10:37 a.m.

ATTESTED:



Secretary, Dare County Tourism Board