

RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, JUNE 21, 2018
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954

ATTENDING: Myra Ladd-Bone, Chair; Wally Overman, Vice-Chair; Pat Weston, Treasurer; Bambos Charalambous, Assistant Treasurer; Tonia Cohen, Secretary; George Banks, III, Nancy Caviness, Webb Fuller, Mike Hogan, Chris Nason, Bobby Owens, David Pergerson, Jeff Pruitt, and Jay Wheless, Legal Counsel.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist

OTHERS: Bill Coleman, Executive Director, *The Lost Colony*; Philip Ruckle, *The Coastland Times*.

The meeting was called to order at 9:00 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

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

APPROVAL OF MINUTES: Ms. Weston moved to approve the May 17, 2018 meeting minutes. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: There were no public comments made.

STEERING COMMITTEE: Lee Nettles reviewed events at The Soundside and complaints from neighboring businesses about two events: Food Truck Showdown and the Carnival [held by Children and Youth Partnership].

One neighboring business stated the visitors to the events used her parking lot and restrooms without buying anything at her store. Another did not mind the Food Truck Showdown but felt the Carnival happening June 14-20, 2018, was undue competition.

Lee Nettles noted that there were a few problems with the Food Truck Showdown but it was the first year and difficult to predict how the event would go. Visitors arrived all at once, causing traffic on the road and at the trucks. Staff is meeting with the Town of Nags Head to discuss what can be done to mitigate these problems in the future.

The Board discussed what was considered shoulder season versus summer; limiting the amount of time the site could be rented for; if "no event" dates should be implemented or not limiting dates; how many events were held during the summer months [at this time, it is just the Carnival]. Jay Wheless reminded the Board that they could not reject an application based on the type of event. Mr. Fuller noted that the Town of Nags Head had a rigorous permitting process to address many issues that came up and that one neighboring business was benefiting from the site as they were using the site for their parking.

A majority of the Board understood the concerns but did not feel that it was undue competition; that competition exists everywhere along the beach and that these complaints are common—for each event held someone will love the event and someone else will hate it.

Mr. Pergerson moved to take the matter back to the Steering Committee to consider additional options that can be consistently enforced and not discriminatory and can include fencing and acceptable date ranges to hold events. Mr. Hogan seconded. There was no discussion and the motion passed unanimously.

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2017-2018 are up 3.79% over 2016-2017 actual receipts.

Diane Bognich reviewed the proposed budget for Fiscal Year 2018-19. Hearing no questions about the budget, Ms. Weston moved to approve the 2018-2019 Budget Ordinance as presented. Mr. Fuller seconded. There was no further discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Plans for a second food truck rodeo after Labor Day [anticipated to be September 9]
- Legislative day in Raleigh on May 23. While a busy time, was able to meet with Speaker of the House
- Being elected Vice President of the North Carolina Travel Industry Association and nomination to be the NCTIA representative on a state board that oversees tourism and economic development in North Carolina
- Inquiry, Fulfillment, and visitation numbers

Lorrie Love reviewed the recent sales mission to International PowWow and upcoming trade shows, as well as information on the 2019 Travel Guide and Tourism Summit.

Aaron Tuell reviewed recent media coverage of the Outer Banks and an upcoming filming trip for a French-Canadian television series.

OLD BUSINESS: There was no old business before the Board.

NEW BUSINESS: There was no new business before the Board.

BOARD MEMBER COMMENTS: Mr. Overman noted that a Dare County videographer won an award for a short film for "Lost in Buffalo City." Ms. Weston showed off the "Don't be a Clown, Air Down" sticker to promote safer driving on the beaches. A few board members reminded everyone of the July 4th fireworks.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, August 16, 2018 at 9:00 a.m. in the Curtis H. Creech Memorial Boardroom, Outer Banks Visitors Bureau, One Visitors Center Circle, Manteo NC.

Mr. Charalambous moved to adjourn. Ms. Weston seconded. There was no discussion and the motion passed unanimously.

The meeting was adjourned at 10:17 a.m.

ATTESTED:



Secretary, Dare County Tourism Board

Dare County Tourism Board

BE IT ORDAINED by the Governing Board of the Dare County Tourism Board that this budget ordinance be adopted June 21, 2018.

Section 1: It is estimated that the following revenues will be available in the **General Fund** for the fiscal year beginning July 1, 2018 and ending June 30, 2019:

Occupancy Tax Distribution	3,308,981
Prepared Food Tax Distribution.....	1,745,162
Appropriation from Fund Balance	1,334,634
Travel Guide Income	82,340
Merchandise Sales Income	30,786
Website Revenue.....	79,200
Interest & Other Revenue	71,310
	<u>6,652,413</u>

Section 2: The following amounts are hereby appropriated in the **General Fund** for the operation of the Tourism Board and its activities for the fiscal year beginning July 1, 2018 and ending June 30, 2019:

Governing Body.....	29,869
Promotion.....	5,968,958
Aycock Brown Welcome Center	149,641
Roanoke Island/Whalebone/Hatteras Welcome Centers.....	157,845
Travel Guide Expenses	172,000
Merchandise Expenses.....	19,950
Transfer to Event Site Fund	154,150
	<u>6,652,413</u>

Section 3: It is estimated that the following revenues will be available in the **Special Revenue Fund** for the fiscal year beginning July 1, 2018 and ending June 30, 2019:

Occupancy Tax Distribution	1,102,994
Prepared Food Tax Distribution.....	581,721
Appropriation from Fund Balance	6,296,098
Interest.....	50,000
	<u>8,030,813</u>

Section 4: The following amount is hereby appropriated in the **Special Revenue Fund** for the use(s) indicated for the fiscal year beginning July 1, 2018 and ending June 30, 2019:

Expenditures.....	8,030,813
-------------------	-----------

Section 5: It is estimated that the following revenues will be available in the **Event Site Fund** (an enterprise fund) for the fiscal year beginning July 1, 2018 and ending June 30, 2019:

Lease Income.....	7,050
Interest & Other Revenue.....	470
Transfer from General Fund.....	154,150
Unappropriated Funds.....	<u>35,000</u>
	196,670

Section 6: The following amounts are hereby appropriated in the **Event Site Fund** for the associated operational costs, beginning July 1, 2018 and ending June 30, 2019:

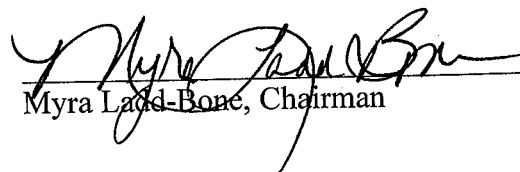
Expenditures.....	196,670
-------------------	---------

Section 7: The Budget Officer is hereby authorized to transfer appropriations as contained herein under the following conditions:

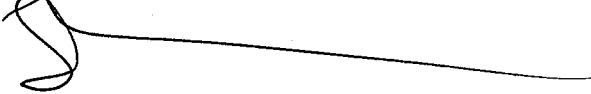
- a) He/she may transfer amounts between line item expenditures within a department without limitation and without a report being required. These changes should not result in increases in recurring obligations such as salaries.
- b) He/she may transfer amounts up to \$5,000 between departments, including contingency appropriations, within the same fund. He/she must make an official report on such transfers at the next regular meeting of the Governing Board.
- c) He/she may not transfer any amounts between funds, except as approved by the Governing Body in the Budget Ordinance as amended.

Section 8: The Budget Officer may make cash advances between funds for periods not to exceed 60 days without reporting to the Governing Board. Any advances that extend beyond 60 days must be approved by the Board. All advances that will be outstanding at the end of the fiscal year must be approved by the Board.

Section 9: Copies of this Budget Ordinance shall be furnished to the Clerk to the Governing Board and to the Budget Officer and Finance Officer to be kept on file by them for their direction in the disbursement of funds detailed in the budget adopted by this body 21 June, 2018.


Myra Ladd-Bone, Chairman

ATTEST:



Tonia Cohen, Secretary