

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, FEBRUARY 16, 2017
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Susie Walters, Chair; Leo Holland, Vice Chair; Tonia Cohen, Secretary; Stuart Pack, Treasurer; Ervin Bateman, Assistant Treasurer; George Banks, III, Myra Ladd-Bone, Nancy Caviness, Bambos Charalambous, Mike Hogan, Wally Overman, Pat Weston, and Dwight Wheless, Legal Counsel.

EXCUSED ABSENCE: Martha Wickre.

STAFF:

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

OTHERS: Joy Greenwood, Superintendent, Jockey's Ridge State Park; Tim Sweeney, Dean, College of the Albemarle; Bill Coleman, Executive Director, *The Lost Colony*; Ann Wood, Surf of Sound Realty; and Taryn Szarek, Vanessa Williams, Ryan Sweeney and Lisa Braziel, Ignite Social Media.

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

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

APPROVAL OF MINUTES: Mr. Bateman moved to approve the January 19, 2017 meeting minutes. Ms. Ladd-Bone seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Superintendent Greenwood introduced herself to the Board and noted plans to update the exhibits and Welcome Center at Jockey's Ridge State Park. Tim Sweeney reviewed the Hospitality Program at College of Albemarle, including the course being offered, locations for the courses, and other organizations involved in the program. He thanked Lee Nettles for his assistance with program development. Mr. Bateman noted the need for a food program within this program. Tim Sweeney noted this importance and that he was working on incorporating the restaurant industry in this program.

STEERING COMMITTEE REPORT: The Chair reviewed the Natural, Historic and Cultural Grant recommendation to award \$75,000 to The Lost Colony for production improvements. It was noted that these improvements are separate from the grant award for the soundstage. Mr. Holland moved to award \$75,000 to The Lost Colony. Ms. Ladd-Bone seconded. There was no discussion and the motion passed unanimously.

The Chair reviewed Resolution 2017-1, A Resolution to Establish Cash on Hand (Petty Cash) Funds. Ms. Caviness moved to approve A Resolution to Establish Cash on Hand (Petty Cash) Funds. Mr. Pack seconded. There was no discussion and the motion passed unanimously.

BUDGET AND FINANCE REPORT: Mr. Pack reviewed the meals and occupancy receipts received. Receipts for fiscal year 2016-2017 are up 3.10% over 2015-2016 actual receipts.

Mr. Pack reviewed the Fiscal Year 2016-2017 Budget Amendment. Mr. Holland moved to approve the Fiscal Year 2016-2017 Budget Amendment as presented. Mr. Hogan seconded. There was no discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Update on school calendar bill.
- Construction at The Soundside. The BBQ and Wing Showdown will take place as scheduled.
- Outer Banks Visitors Bureau funded concert series May 28, June 1 and June 8 at The Soundside. More details will be provided closer to the concert series
- Kudos to Aaron Tuell and Stephanie Hall for the Gold Award from the North American Travel Journalist Association for the Daydream series

The Board took a five minute break. The meeting resumed at 10:00 a.m.

Ignite gave a presentation (attachment A) on who they were, how social media is changing, plans for keeping fans involved, involving more user generated content, targeting fans and potential visitors by location and interest and continuing to provide inspiration for vacations.

Lee Nettles reminded the Board of the Outer Banks Tourism Summit May 11 and asked members to let Amy Wood or Lee Nettles know if they wished to attend.

OLD BUSINESS: There was no old business before Board at this time.

NEW BUSINESS: Lee Nettles handed out a planning calendar, outlining items that appearing on the agenda throughout the year. There will be a planning retreat in April to discuss some of the longer term items.

BOARD MEMBER COMMENTS: Mr. Charlambous noted that the Dairy Queen next to The Soundside was for sale and the potential for the property to benefit events at The Soundside. The Soundside Ad Hoc Committee will discuss the property.

Mr. Holland noted the website, morebeachtolove.com, which provides info on beach nourishment.

Ms. Caviness noted the passing of Paul Keller, the first mayor of Duck.


The Chair congratulated Aaron Tuell and Stephanie Hall on their award and thanked Lee Nettles for working with the College of the Albemarle.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, March 16, 2017 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Mr. Holland moved to adjourn. Mr. Charalambous seconded. The meeting was adjourned at 10:28 a.m.

ATTESTED:


Secretary, Dare County Tourism Board



Agenda

- Introduction to Ignite Social Media
- How Social has Evolved
- Social Strategy Overview
- Fan Growth & Measuring Success

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Introduction to Ignite Social Media



Our Mission

To transform the world of marketing through social media



Founded in 2007, Ignite Social Media was created to offer **leading consumer brands** the services of a full service agency **dedicated exclusively to social media marketing.**

10 Years
100+ Holistic Strategies

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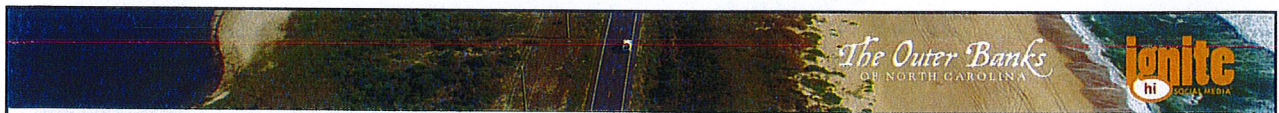
Social-Only Approach

Social media is, by definition, a multi disciplinary undertaking. We have a team of experts at our disposal to help brands execute a holistic and well rounded social media approach.



Unlike ad agencies, PR firms, digital shops and media companies, who added social to their mix of services, we built Ignite Social Media from the ground up to focus 100% on delivering social media marketing services. This ensures our team of strategists, content creators, analysts, web developers and promotions specialists don't approach their job with any particular bias.



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OBX Social Team




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Social Media is Constantly Changing

2007




Brands build followings organically because fan pages don't exist

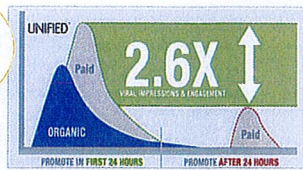
2011

With new media opportunities brands buy fans to build social following and reach

2015



Brands with million of fans can only reach 2.6% of these audiences organically



2009




2013

Facebook begins to limit the visibility of content in the newsfeed, following a brand doesn't mean a user will see every update



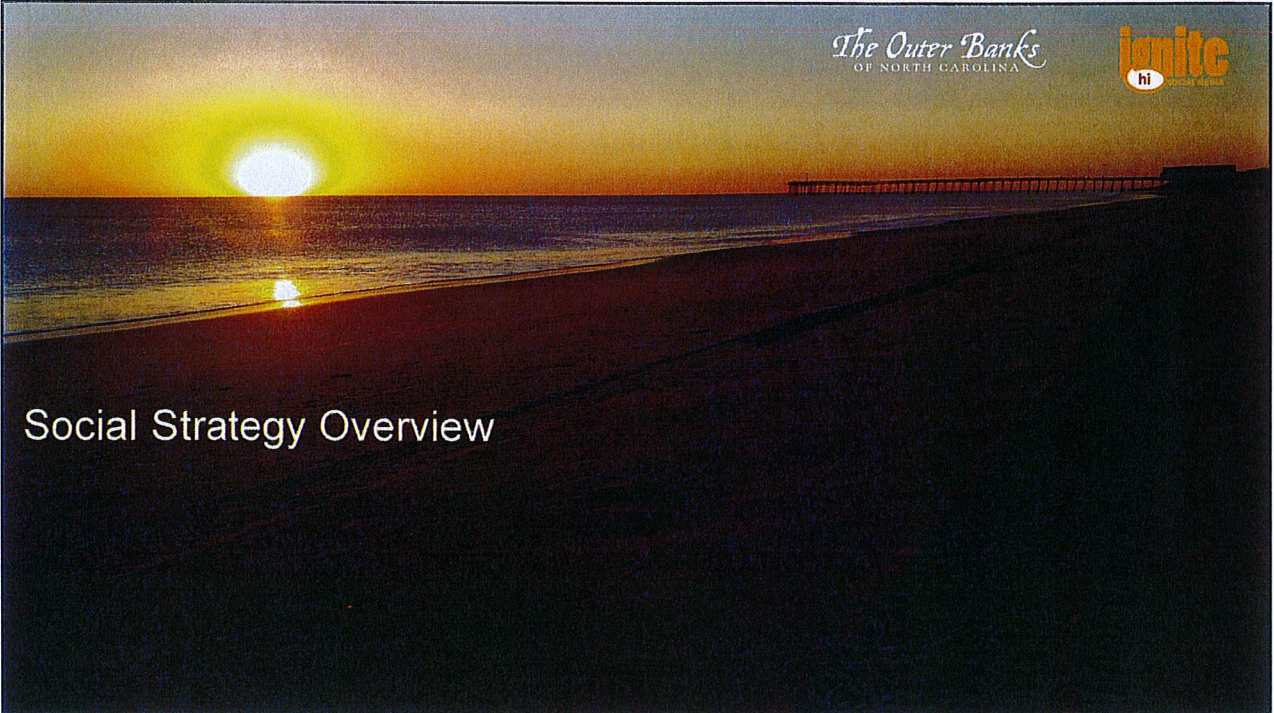
2017

Brands find better results putting dollars behind visibility of organically great content


PAID



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Social Strategy Overview



Social Objectives

BUSINESS OBJECTIVES

Increase overnight visitation to Dare County's Outer Banks with particular emphasis on spring and fall shoulder seasons

MARKETING OBJECTIVES

Connect people to the Outer Banks, year-round, in ways that no other media outlet or organization does

SOCIAL STRATEGY

Elevate the OBX as a year-round destination and drive purposeful engagement with our visitors

Actions

Increase referrals, deepen engagement with fans and have them advocate on behalf of OBX

Awareness

Increase awareness of the OBX as a year-round destination



Mission

Achieve deeper, more meaningful one-on-one engagement



Strengthen loyalty & build emotional connection

WE WILL HARNESS OUR PASSIONATE AUDIENCE BASE TO...

Provide vacation getaway inspiration that no one else can



Graveyard of the Atlantic Museum
This site behind the scenes tour of the museum, than visitors more of what OBX has to offer.

Successfully attract & retain new visitors that become brand advocates through community building and efficient targeting

Visit The Outer Banks
December 19, 2015

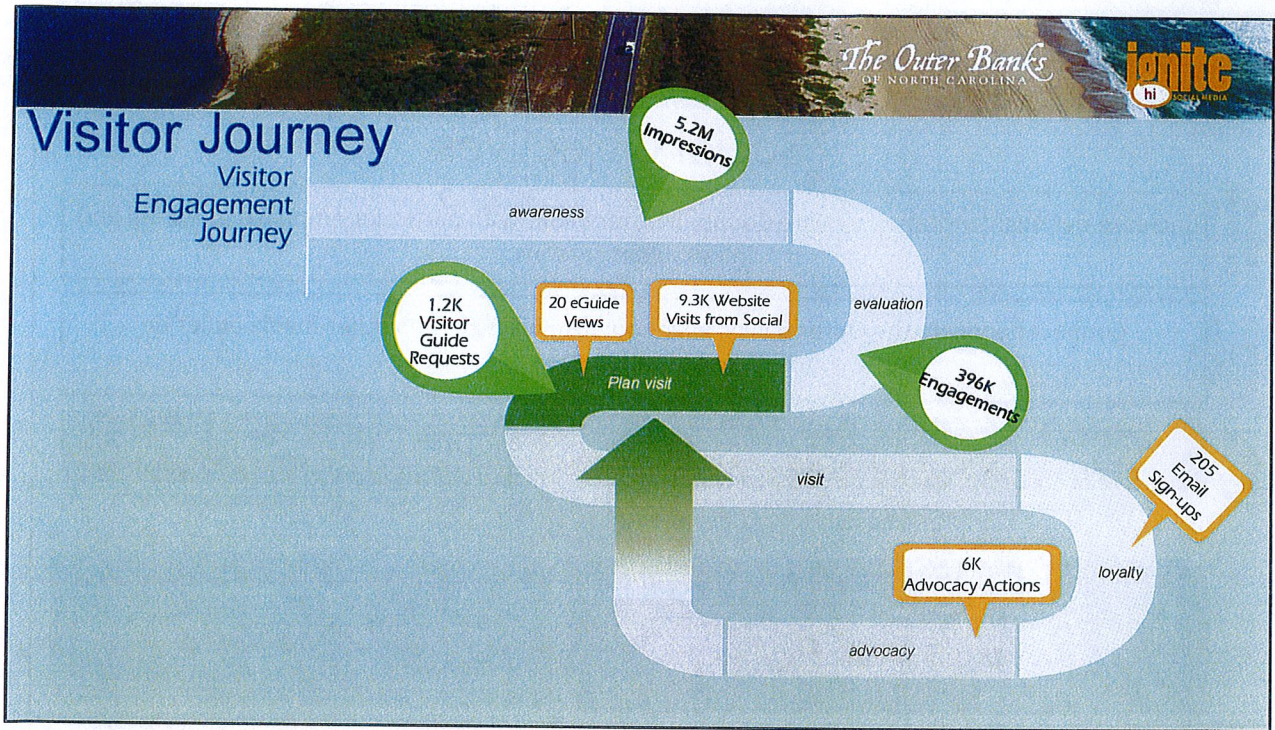
With winterfront views this merry and bright who needs ☺?

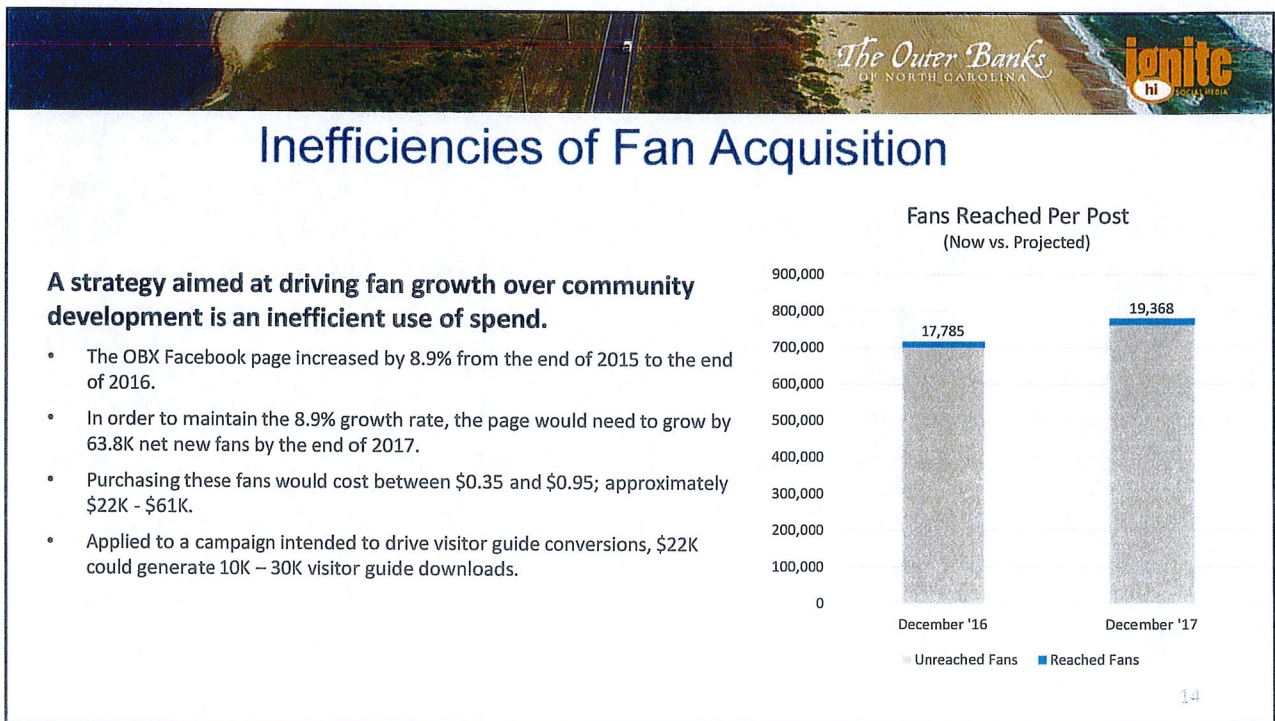
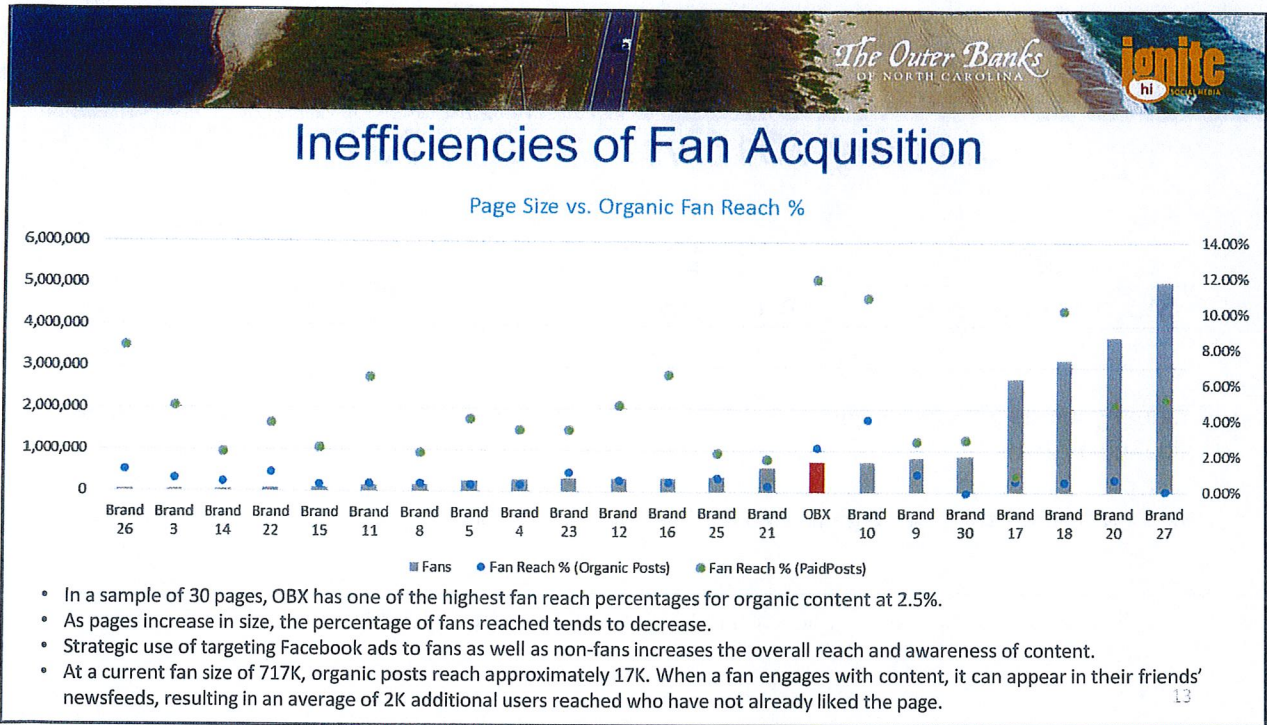



Visit The Outer Banks
December 19, 2015

Make a New Year's resolution to head yourself to a view like this. That's a great photo. ROCK!









The Outer Banks
OF NORTH CAROLINA

ignite
hi

January 2016 vs. January 2017

7.4% More Impressions	28.4% More Engagements	30% More Travel Guide Requests
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- In January, social media efforts generated 1.2K Travel Guide requests, the most generated in a month since January 2015.
- Over 5.1MM impressions were generated on The Outer Banks social channels, up from January 2016 at 4.8MM.
- Nearly 400K engagements were generated in January 2017, up from 310K the previous year.

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The Outer Banks
OF NORTH CAROLINA

ignite
hi

Questions?

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OBX Social Audience

Current Target







COLLEEN

40s-mid 60s

- Family-Oriented
- Uses social <1 hour each day—keep in touch with family/friends
- Follows people she knows & brands she likes or is considering buying a product/service from
- Likely to ask a brand a direct question or leave feedback.

Growth Audience



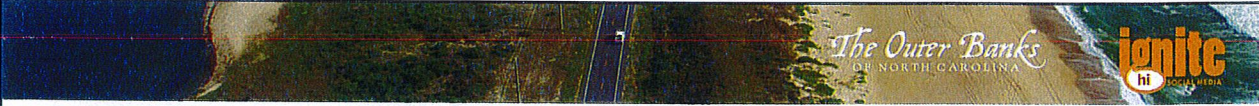




SHANNON


Mid 20s-Mid 30s

- Adventure/Experience-Oriented
- Checks social media multiple times a day
- Regularly shares her opinion with her friends and networks
- Follows brands that she considers authentic, offers deals, or educational content



Why Social Media Matters

Social Reaches Large Numbers



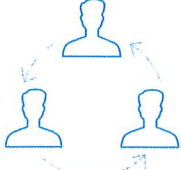
78%

Of the US Population (252M) have a social media account—up from 56% in 2012


Social helps facilitate peer-to-peer recommendations

90%

of consumers trust opinions of people they know



People Spend A lot of Time on Social





2:05

Average time spent on social networks per day--up from 1:23 in 2012

68%

of 18-34 year olds are somewhat likely to make a purchase after seeing a friends social media post

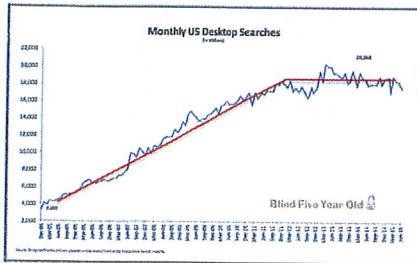



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Social Media & Content Discovery

Content is not searched, it's discovered



Social channels constantly change how they serve content

Facebook Brand Pages Suffer 44% Decline in Reach Since December 1

By Ben Rubin | December 16, 2015 | Your Comment

Facebook's December 1st Feed algorithm change is so far hurting brand pages, regardless of how interested fans are in the page's content. According to a new analysis by Ignite Social Media, Ignite analyst reviewed 600 pages across 21 brand pages (of significant size across a variety of industries) and found that, in the week since December 1, organic reach and organic reach percentage have each declined by 44% on average, with some pages seeing declines as high as 86%. Only one page in the analysis had restored reach, which came in at 50%.

As reach declined, the new number of engaged users plunged as well, falling on average by 25%. Some pages saw engaged users fall as much as 76%. Only one page in the data set had an increase in the number of engaged users, coming in at 7%.

For the analysis, we excluded pages that were in the midst of recovering significant changes to their content strategy that could impact performance.

Brand Page Reach Now Often Under 3%

Facebook once said that brand pages reach approximately 10% of their fans. That number is no longer achievable for many brands, and our analysis shows that roughly 2.5% is now more likely for standard sizes on larger pages. Still, a year ago a brand could expect to reach 10 out of 100 fans and now that brand is lucky if they get 3 out of 100. Challenging news for brand pages who have invested resources to build a large following of fans.

Need for an organic + paid strategy

