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. Charlablous 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.

ATTTESTED:

[Signature]
Secretary, Dare County Tourism Board

February 16, 2017 Dare County Tourism Board
Agenda

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

SOCIAL MEDIA STRATEGY

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.

OBX Social Team

Analytics

Community Management

Media Buying

Client Services

Leadership

Strategy

Content Production
Social Media is Constantly Changing

- 2007: Brands could follow others organically because fan pages didn’t exist.
- 2011: With new media opportunities, brands began to build social following and engage.
- 2015: Brands with more than 10,000 fans can only reach 1-2% of their audience organically.
- 2017: Brands find better results by using paid social tools and strategies organically.

Social Media is a Cocktail Party

Paid

Facebook began to limit the visibility of content in the newsfeed following a brand update. Most new updates will be ignored.

STUDY: Facebook Page Posts Net 2.6% Organic Reach in March

Social Strategy Overview
Social Objectives

- **Increase overnight visitation to Dare County’s Outer Banks with particular emphasis on spring and fall shoulder seasons.**
- **Connect people to the Outer Banks, year-round, in ways that no other media outlet or organization does.**
- **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.**

- **Provide vacation getaway inspiration that no one else can.**

- **Strengthen loyalty & build emotional connection.**

- **WE WILL HARNES OUR PASSIONATE AUDIENCE BASE TO...**

- **Successfully attract & retain new visitors that become brand advocates through community building and efficient targeting.**
Visitor Journey
Visitor Engagement Journey

1.2K Visitor Guide Requests
20 eGuide Views
9.3K Website Visits from Social
Plan visit

5.2K Impressions

396K Engagements

6K Advocacy Actions

205 Email Signups

Fan Growth & Measuring Success
Inefficiencies of Fan Acquisition

Page Size vs. Organic Fan Reach %

- In a sample of 30 pages, OBX has one of the highest fan reach percentages for organic content at 2.5%.
- As pages increase in size, the percentage of fans reached tends to decrease.
- Strategic use of targeting Facebook ads to fans as well as non-fans increases the overall reach and awareness of content.
- At a current fan size of 717K, organic posts reach approximately 17K. When a fan engages with content, it can appear in their friends' newsfeeds, resulting in an average of 2K additional users reached who have not already liked the page.

Inefficiencies of Fan Acquisition

A strategy aimed at driving fan growth over community development is an inefficient use of spend.

- The OBX Facebook page increased by 8.9% from the end of 2015 to the end of 2016.
- In order to maintain the 8.9% growth rate, the page would need to grow by 63.8K net new fans by the end of 2017.
- Purchasing these fans would cost between $0.35 and $0.95; approximately $22K - $61K.
- Applied to a campaign intended to drive visitor guide conversions, $22K could generate 10K - 30K visitor guide downloads.
January 2016 vs. January 2017

- 7.4% More Impressions
- 28.4% More Engagements
- 30% More Travel Guide Requests

- 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.

Questions?
OBX Social Audience

Current Target

- 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

- 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

SHANNON
Mid 20s-Mid 30s

Why Social Media Matters

Social Reaches Large Numbers

- 78% Of the US Population (252M) have a social media account—up from 56% in 2012

People Spend A lot of Time on Social

- 2:05 Average time spent on social networks per day—up from 1:23 in 2012

Social helps facilitate peer-to-peer recommendations

- 90% of consumers trust opinions of people they know

- 68% of 18-34 year olds are somewhat likely to make a purchase after seeing a friends social media post
Social Media & Content Discovery

Content is not searched, it's discovered

Social channels constantly change how they serve content

Need for an organic + paid strategy

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

Brand Pages Need New Ulterior Motive

Facebook cannot deliver the reach you expect as a brand. Facebook's高管s are increasingly focused on subtle metrics like engagement and reach, which are not the same as visibility. This means that brand pages need a new strategy focused on organic reach.