

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, JANUARY 19, 2017
9:00 A.M.**

**OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

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

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Aaron Tuell, Public Relations Manager
Amy Wood, Clerk to the Board/Administrative Specialist

OTHERS: Mike Pringle, Chair, Outer Banks Seafood Festival; Dave Hallac, Superintendent, Mark Dowdle, Deputy Superintendent, Outer Banks Group, National Park Service; Bill Coleman, Executive Director, *The Lost Colony*.

The meeting was called to order at 9:01a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

OPENING: The Clerk swore in the following Dare County Tourism Board Appointees:

- Myra Ladd-Bone, Outer Banks Chamber of Commerce
- Pat Weston, Hatteras Member at Large

Upon advice from Legal Counsel, the Board reached consensus to not swear in the reappointed members as long as they were serving a consecutive term as they had previously taken the oath.

Dwight Wheless presented the Nominating Committee's recommended slate of candidates:

- Chair: Susie Walters. Hearing no further nominations, Mr. Wheless called for the vote. The motion passed unanimously.
- Vice-Chair: Leo Holland. Hearing no further nominations, Mr. Wheless called for the vote. The motion passed unanimously.
- Secretary: Tonia Cohen. Hearing no further nominations, Mr. Wheless called for the vote. The motion passed unanimously.
- Treasurer: Ervin Bateman. Mr. Bateman declined the nomination. Mr. Wheless called for nominations from the floor. Mr. Bateman nominated Stuart Pack as Treasurer. Hearing no further nominations, Mr. Wheless called for the vote. The motion passed unanimously. Stuart Pack was elected Treasurer.
- Assistant Treasurer: Stuart Pack. As Stuart Pack was elected Treasurer, Mr. Wheless called for nominations from the floor. Mr. Pack nominated Ervin Bateman as Assistant Treasurer. Hearing no further nominations, Mr. Wheless called for the vote. The motion passed unanimously. Ervin Bateman was elected Assistant Treasurer.

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

APPROVAL OF MINUTES: Mr. Holland moved to approve the December 20, 2016 meeting minutes. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Superintendent Hallac welcomed the new members and spoke about the relationship between the Park Service and Tourism Board/Bureau. He noted a meeting with Public Safety officers and future meetings with the industry partners to help develop ways to present ocean safety to visitors; updated the Board on renovations at the Wright Brothers National Memorial; and visitation at the Parks and how the visitation for the National Seashore is collected.

Bill Coleman noted that this is the 80th season for *The Lost Colony* and invited the Board to attend *Ghosts of the Lost Colony*.

ESTABLISHED EVENT DEVELOPER GRANT PRESENTATION: Mike Pringle reviewed the Outer Banks Seafood Festival (attachment A). The Festival will be held Saturday, October 21, 2017.

BUDGET AND FINANCE REPORT: Diane Bognich reviewed the meals and occupancy receipts received. Receipts for fiscal year 2016-2017 are up 3.08% over 2015-2016 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Travel Channel promotion. Online promotions started mid-Dec and will run through mid-March. In the first month, there were 2.6 million ad impressions, 62,000+ video views, with 94% completion. In addition to the online ad, there were 100 national commercials and social boosts on Travel Channel social channels
- Final stages of releasing an Outer Banks Travel App. Available in app stores and download on website
- Potential to do 360 videos of attractions, restaurants, rental homes
- Board member opportunities to attend NCTIA Legislative Tourism Day and VisitNC365 Conference (formerly the Governor's Conference)
- Internet, Fulfillment, and Visitation numbers and changes in tracking those numbers
- Attendance at a consumer travel show in Washington D.C. More than 300 people signed up to receive the Bureau's e-newsletter at this show.

As Lorrie Love was absent, Lee Nettles reviewed the Tourism Summit on May 11 and other group sales efforts.

Aaron Tuell reviewed attendance at the American Bus Association show and the OBX Daydream video series statistics as well as other media efforts to promote The Outer Banks. Board members and staff discussed using drone footage in videos.

OLD BUSINESS: Mr. Holland asked Mr. Overman about the progress on a traffic management program. Mr. Overman responded that there was no answer at this time but would report on progress made.

NEW BUSINESS: The Board discussed comparisons to other destinations. The comparisons give a frame of reference for how the Outer Banks is doing compared to similar destinations. Mr. Overman asked how reservations for 2017 were looking. Mr. Charalambous noted that he had an increase in student trip reservations this spring over last spring. Mr. Pack noted he is seeing favorable pacing in reservations.


BOARD MEMBER COMMENTS: There were no Board member comments.

The Chair encouraged the Board to check the calendar for events and to let Amy Wood know if they wished to attend events. She also asked members to complete all their forms and return them to Amy Wood.

SET DATE, TIME AND PLACE OF NEXT MEETING: The Board set their meeting schedule for the third Thursday of the month. The next meeting will be Thursday, February 16, 2017 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

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

ATTESTED:



Secretary, Dare County Tourism Board