

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, APRIL 25, 2019**

9:00 A.M.

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

ATTENDING: Wally Overman, Chair; Myra Ladd-Bone, Vice Chair; Pat Weston, Treasurer; Bambos Charalambous, Assistant Treasurer; Mike Hogan, Secretary; George Banks III, Chuck Burdick, Jamie Chisholm, Webb Fuller, David Pergerson, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Chris Nason, Bobby Owens, and Jeff Pruitt.

STAFF:

Lee Nettles, Executive Director

Diane Bognich, Director of Administration

Lorrie Love, Tourism Sales and Events Manager

Amy Wood, Clerk to the Board/Administrative Specialist

OTHERS: Becky Huff, Dare County Tax Collector; Mary Helen Goodloe-Murphy, The Coastland Times; Dave Hallac, Superintendent, and Michael Barber, Public Relations; Outer Banks Group, National Park Service; Bill Coleman, The Lost Colony; Ralph Buxton; Charlie Johnson, Johnson Consulting; Lei Gao, and Paul McKeever, tvsdesign; and Ariel Midgett, Manteo High School.

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. Fuller moved to approve the agenda. Ms. Ladd-Bone seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Burdick moved to approve the March 21, 2019, meeting minutes. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Dave Hallac gave an update on: visitation at NPS sites on the Outer Banks, a new parking area between Avon and Buxton, and events to celebrate the move of the Cape Hatteras Lighthouse and the 50th anniversary of the lunar landing. Mr. Fuller asked if parking would be available in Buxton at the old Navy base. Superintendent Hallac responded that there would be as soon as the parking area work was complete. Ms. Weston and Mr. Banks praised the new parking area between Avon and Buxton.

Bill Coleman noted that the Lost Colony was pleased to welcome the Board and partners to the Lost Colony Soundstage for the Tourism Summit.

Charlie Johnson noted the public meeting and progress on the economic impact and feasibility studies.

Becky Huff, Dare County Tax Collector, spoke to the Board about the way occupancy taxes from Short Term Rentals (STRs), such as VRBO, Home and Away, and Airbnb, are collected and distributed. She shared a post from UNC School of Government/Coates Canon regarding occupancy taxes and Airbnb (<https://canons.sog.unc.edu/occupancy-taxes-and-airbnb/>) (also on file).

Currently, Airbnb collects occupancy and sends those taxes to the county. The other STR companies collect the occupancy taxes but return them to the homeowners, who are responsible for remitting the tax to the County. Those taxes are listed under rental home category by district, but not broken out by type of listing agent. The Board discussed what the Towns and County were doing in order to collect their occupancy taxes.

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2018-2019 are up 3.03% over 2017-2018 actual receipts.

Lee Nettles reviewed the budget amendment, which transferred money to the General Fund for HVAC repairs at the Roanoke Island Administration/Sarah Owens Welcome Center location and repairs to the event site due to Hurricane Michael, as well as amending the Event Site to account for revenue and expenses relating to the new property (utility bills, lease income). Mr. Fuller moved to approve the Fiscal Year 2018-19 Budget Amendment. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

PROPOSED BUDGET FOR FISCAL YEAR 2019-2020: Staff reviewed the proposed budget for Fiscal Year 2019-2020 (on file). Ms. Weston moved to set the Public Hearing for the Fiscal Year 2019-2020 Budget for 9:15 a.m. on Thursday, May 16th, 2019 at the Outer Banks Visitors Administrative Offices, Manteo, NC. Mr. Fuller seconded. There was no discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Public Meeting/listening session. He noted that a boardwalk was a popular idea and that the Sound should be the jewel in the crown of the site.
- Marketing Department renovations. At this time, staff only has RFQ's from area firms. Mr. Banks moved to allow the Executive Director to select a firm for renovations to the marketing area. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.
- Selection of Hoffman York as the digital agency.
- Inquiry, fulfillment, and visitation numbers

Lorrie Love noted the speaker for the upcoming tourism summit. Aaron Tuell was attending a media mission in New York.

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

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

BOARD MEMBER COMMENTS: George Banks and Webb Fuller shared their opinions on what they heard at the public hearing regarding the size of building needed for industry events versus what the public wants to see. Lee Nettles noted the Board now owned the Dairy Queen property.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, May 16, 2019 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Hearing no further business before the Board, the Chair adjourned the meeting at 10:30 a.m.

ATTESTED:


Secretary, Dare County Tourism Board