

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, MARCH 17, 2016
9:00 A.M.**

**OUTER BANKS WELCOME CENTER ON ROANOKE ISLAND
MANTEO, NC 27954**

ATTENDING: Susie Walters, Chair; Dorie Fuller, Treasurer; Leo Holland, Assistant Treasurer; Nancy Caviness, Secretary; George Banks III, Bambos Charalambous, Mike Hogan, Natalie Kavanagh, Stuart Pack, Wally Overman, Martha Wickre, and Dwight Wheless, Legal Counsel.

EXCUSED ABSENCE: Ervin Bateman, Vice Chair; and Tonia Cohen.

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: Carl Curnutte, Elizabethan Gardens; Chris Devitt, VHB; Ben Cahoon, Cahoon and Kasteen; Dave Hallac, Superintendent, Outer Banks Group, National Park Service; Tim Cafferty, Outer Banks Blue; and Philip Ruckle, *The Coastland Times*.

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

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

APPROVAL OF MINUTES: Ms. Wickre moved to approve the February 18, 2016 meeting minutes. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

ESTABLISHED EVENT DEVELOPER GRANT REVIEW: Carl Curnutte reviewed WinterLights (presentation on file).

PUBLIC COMMENTS: Superintendent Hallac reported on the Environmental Assessment release regarding beach driving and potential changes to accesses and hours for beach driving; print at home driving permits; a permit issued for beach nourishment in Buxton; an exhibit on the seashore at the Outer Banks History Center and upcoming events for the Centennial celebration, including a naturalization ceremony on April 16, 2016 at the Wright Brothers National Memorial. Ms. Kavanagh thanked the Park Service for being a good partner.

STEERING COMMITTEE/CHAIR'S REPORT:

Chris DeWitt gave a presentation (attached and on file) showing the revised phasing priorities for the event site. The Board discussed how much additional parking would be created and the potential for an additional bathroom facility. Chris DeWitt noted the numbers presented were estimates and he would come back to the Board with actual costs. After the presentation, Mr. Holland moved to proceed with the next steps of phase 3 parking plans, a southern landscape buffer, a permanent power solution, and getting approval on the site plans with the Town of Nags Head. Ms. Fuller seconded. There was no further discussion and the motion passed unanimously.

The Chair reviewed the following firework grant award recommendations:

Avon Property Owners Association	\$ 9,712.50
Town of Kill Devil Hills	\$10,000
Town of Manteo	\$10,000
Town of Nags Head	\$10,000

Ms. Wickre noted that the cost of fireworks in Manteo was high due to the fact the fireworks needed to be shot off from the water instead of land. Mr. Charalambous moved to approve the firework grant awards as presented. Mr. Hogan seconded. There was no further discussion and the motion passed unanimously.

The Chair reviewed the following Natural, Historic and Cultural Grant Award recommendations as follows:

Nature Conservancy, Nags Head Woods	\$75,000	Phase 1 renovations to the main trailhead-to include decking, stairs, accessible ramps, and guardrails.
Network for Endangered Sea Turtles (N.E.S.T)	\$8,800	Back from the Brink project: additional educational signs at beach accesses, development and printing of educational rack cards, and rebuild of website. Grant will only cover beach accesses in Dare County.

Mr. Holland moved to approve the awards as presented. Ms. Wickre seconded. There was no discussion and the motion passed unanimously.

The Chair noted that off shore drilling off the coast of North Carolina was no longer being considered but seismic testing was still a possibility.

BUDGET AND FINANCE REPORT: Ms. Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2015-2016 to date are up 5.58% from the same time period in fiscal year 2014-2015.

Ms. Fuller moved to approve the budget amendment for FY 15-16, which moved funds from the General Fund Occupancy tax revenue into the Event Grant Line Item. Ms. Caviness seconded. There was no discussion and the motion passed unanimously.

GRANTS AND LOCAL PUBLIC RELATIONS REPORT: Ms. Kavanagh reviewed the guidelines and review process for the Event Grant, then presented the following Event Grant Award recommendations:

<u>Organization</u>	<u>Awarded</u>	<u>Project</u>
Dare Co. Arts Council	\$4,000.00	Outer Banks Veterans Week, 2016
Dare Co. Arts Council	\$5,000.00	Surfalorus Film Festival
Hatteras Island Youth Education Fund	\$5,000.00	2016 Shorebreak 5k and Tide Pool Run
Hatteras Village Civic Association	\$4,500.00	Hatterasity
Mano al Hermano	\$5,000.00	3rd Annual Latin Festival
Manteo Preservation Trust	\$3,000.00	Holiday Tour of Homes
NC Aquarium Society-Jennette's Pier	\$1,000.00	Family Fishing Tournament & 5th Anniversary
OBX Pride, Inc.	\$21,000.00	OBX Pridefest
Outer Banks Relief Foundation	\$1,000.00	Couture by the Shore
Outer Banks Tennis Association	\$3,400.00	OB Charity Classic Tennis Tournament. <i>Award is only for Matches/Events in Dare County.</i>
Rogallo Foundation	\$10,000.00	Brewtag
Town of Manteo	\$6,000.00	5th Annual Maritime Museum Wooden Boat Show
Town of Manteo	\$25,000.00	Dare Day

Ms. Kavanagh moved to approve the awards as presented. Mr. Hogan seconded. There was no discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Announced the upcoming Wings & BBQ Showdown (part of Taste of the Beach) and asked if any board members would like to be a judge. As no Board members wished to be a judge, Aaron Tuell graciously sacrificed his figure for this event.
- Noted the Outer Banks Restaurant Association had their non-profit status retroactively re-instated
- Handed out the letter from the State Auditor, noting it would be discussed at the next meeting
- Showed the newest TV spot, which is currently playing in several key markets
- Shared that the Outer Banks had been named "Best Family Beach" by US News & World Report
- Updated the expected launch date of the revised outerbanks.org to late April
- Reviewed inquiry, fulfillment and visitation numbers
- Exceeded all goals set for the Instagram OBX Biggest Fan Contest
- Noted the soft opening of the Holiday Inn Express in Nags Head

Ms. Kavanagh noted her pleasure with the ad and discussed recent glitches with the beacon in the Cape Hatteras Lighthouse.

Lorrie Love thanked Board members for attending the Travel South FAM Tour dinner and reminded them of the upcoming Tourism Summit.

Aaron Tuell reviewed recent media coverage and upcoming media missions/press trips.

The Chair and Board thanked the staff for their hard work.

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

NEW BUSINESS: The Board discussed the letter from Cape Hatteras Access Preservation Alliance (CHAPA)(attached) on the Environmental Assessment for the Consideration of Modifications to the Final Rule for ORV Management. The Board discussed their options, the options defined in the letter from CHAPA, and the options from NPS. Following discussion, Ms. Kavanagh moved to endorse the letter from Cape Hatteras Access Preservation Alliance. Mr. Overman seconded. There was no further discussion and the motion passed unanimously.

BOARD MEMBER COMMENTS: Mr. Holland noted a new restaurant, called Steamers, had opened in Southern Shores. Mr. Hogan mentioned the grand opening of the Holiday Inn Express was slated for April 28.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next Tourism Board meeting was set for Thursday, April 21st and 22nd, 2016 at 9 a.m. at the Outer Banks Welcome Center on Roanoke Island. The Board will hold a brief meeting followed by a strategic planning retreat. [This was later changed to April 21st at 9:00 a.m. at the Dare County Arts Council, 300 Queen Elizabeth Ave, Manteo, NC 27954].

Hearing no further business before the Board, Ms. Wickre moved to adjourn. Mr. Charalambous seconded. The meeting was adjourned at 10:30 a.m.

ATTESTED:



Secretary, Dare County Tourism Board
March 17, 2016

Dare County Tourism Board