

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, MAY 19, 2016**

9:00 A.M.

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

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

EXCUSED ABSENCE: Nancy Caviness, Secretary.

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: Dave Hallac, Superintendent; Mark Dowdle, Deputy Superintendent; and Sarah Merrill, Management Analyst, Outer Banks Group, National Park Service; Chris DeWitt, VHB; Tim Jones, Hickman Ambrose; Dan Lewis, Coastal Provisions & Dare County Restaurant Association; Philip Ruckle, *The Coastland Times*.

The meeting was called to order at 9:05 a.m. The Board recited the pledge of allegiance, followed by a moment of silence.

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

APPROVAL OF MINUTES: Mr. Holland moved to approve the April 21, 2016, meeting minutes. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Superintendent Hallac reviewed continuing discussions with NOAA regarding future uses of the Hatteras Island Weather Station, Centennial events and other recent activities. Ms. Wickre passed out Dare Day posters.

At 9:15, Legal Counsel Dwight Wheless introduced the public hearing for the proposed fiscal year 2016-2017 budget. He called for comments from the public; no comments were made, nor were there any written comments. There being no comments, the public hearing was closed.

STEERING COMMITTEE/CHAIR'S REPORT: Chris DeWitt reviewed proposed changes to lighting and power at the event site (attachment A). Following discussion, Mr. Charalambous moved to approve up to \$790,000 for next phase of site work [phase 3 parking, southern landscape buffer, a permanent power solution, which should aim to incorporate some 220 volt outlets among the retrofitted light poles (of which a majority will have 1200 volt outlets), vested rights for the pavilion, and the contractor overhead/profit]. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.

The Chair invited Board members to attend the Town of Nags Head Public Hearing regarding the Soundside Event Site. The public hearing will be held at 9:00 a.m. on June 1, 2016.

BUDGET AND FINANCE REPORT: Ms. Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2015-2016 to date are up 6.42% from the same time period in fiscal year 2014-2015.

Diane Bognich reviewed highlights of the the proposed Fiscal Year 2016-2017 budget.

GRANTS AND LOCAL PUBLIC RELATIONS REPORT: Ms. Kavanagh briefly reviewed the guidelines for the Established Event Developer Grants.

Ms. Kavanagh moved to approve the following Established Event Developer Grant awards

- \$25,000 Dare County Restaurant Association, Taste of the Beach/BBQ Showdown
- \$20,000 Roanoke Island Historical Association, Ghosts of the Lost Colony/Wine Festival
- \$5,000 Town of Nags Head, Kelly's St. Patrick's Day Parade

Ms. Wickre seconded. There was no discussion and the motion passed unanimously.

The Board took a 10-minute break. The meeting resumed at 10:20 a.m.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Discussed programmatic video for summer rentals. Ms. Kavanagh moved to amend the FY 2015-2016 budget, moving 100,000 from the Unappropriated Fund Balance to the Electronic Advertising line item in order to promote June and July 2016. Ms. Fuller seconded. There was no discussion and the motion passed unanimously.
- Announced the 2017 Tourism Summit will be held May 11
- Noted the new website had launched
- Presented a marketing overview and direction for FY16-17 (attachment B)

Lorrie Love shared reviews of the 2016 Tourism Summit and reviewed upcoming trade shows.

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

OLD BUSINESS: The Chair and Lee Nettles touched on the findings of the strategic planning retreat. Staff will work with Steering Committee to create goals and strategies and will bring these back to the Board.

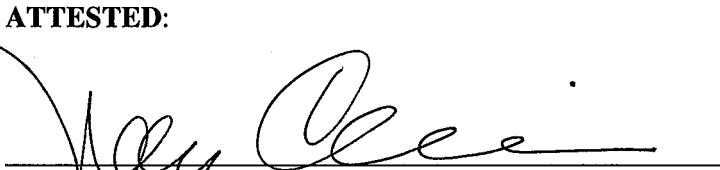
NEW BUSINESS: Mr. Holland asked about changes to the sales tax. Staff will continue to monitor the changes and how it might impact tourism. Susie Walters, Wally Overman and Lee Nettles will attend the Legislative Day in Raleigh on May 23.

BOARD MEMBER COMMENTS: Mr. Holland thanked staff for the Tourism Summit.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next Tourism Board meeting was set for Thursday, June 16, 2016 at 10 a.m. at the Outer Banks Welcome Center on Roanoke Island. A dedication ceremony, dedicating the welcome center to the memory of Sarah Owens, will be held at 9 a.m. on June 16, 2016.

Mr. Holland moved to adjourn. Mr. Charalambous seconded. The meeting was adjourned at 11:29 a.m.

ATTESTED:


Secretary, Dare County Tourism Board