

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, MAY 17, 2018
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Myra Ladd-Bone, Chair; Wally Overman, Vice-Chair; Pat Weston, Treasurer; Bambos Charalambous, Assistant Treasurer; Tonia Cohen, Secretary; George Banks, III, Nancy Caviness, Webb Fuller, Mike Hogan, Chris Nason, Bobby Owens, David Pergerson, Jeff Pruitt, and Jay Wheless, Legal Counsel.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist

OTHERS: Mark Dowdle, Deputy Superintendent, Outer Banks Group, National Park Service; Philip Ruckle, *The Coastland Times*

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: Ms. Weston moved to approve the agenda. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Ms. Caviness moved to approve the April 19, 2018 meeting minutes. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Deputy Superintendent Dowdle noted visitation at National Park Service sites were up and down over the spring but are looking high for the summer season.

STEERING COMMITTEE: The Chair reviewed the following Short Term Restricted Fund Grant Extension recommendations:

- Town of Kill Devil Hills, Bay Drive Multi-Use Path, Phases III & IV. Extension to August 31, 2018 requested due to weather and unforeseen utility conflicts. Mr. Fuller moved to approve the extension to August 31, 2018. Mr. Overman seconded. There was no discussion and the motion passed unanimously.
- Town of Nags Head, Dowdy Park, Phase II. Extension for one year, to June 30, 2019 requested due to a delayed bidding timeline. Mr. Charalambous moved to approve the extension to June 30, 2019. Mr. Owens seconded. There was no discussion and the motion passed unanimously.
- Outer Banks Scenic Byways, Dare County Committee, Interpretive Signage. Extension to December 31, 2018 requested to fully complete signage panel layouts and content. Mr. Overman moved to approve the extension to December 31, 2018. Mr. Pruitt seconded. There was no discussion and the motion passed unanimously.

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2017-2018 are up 4.61% over 2016-2017 actual receipts.

At 9:18, Ms. Weston moved to open the public hearing for the proposed fiscal year 2018-2019 budget. Mr. Hogan seconded. There was no discussion and the motion passed unanimously.

Ms. Weston briefly reviewed the proposed budget and asked for comments from the public; no comments were made, nor were there any written comments. There being no comments, Ms. Weston moved to close the public hearing. Mr. Fuller seconded. There was no discussion and the motion passed unanimously. The public hearing closed at 9:20 a.m.

Ms. Weston reviewed the recommendation from the Budget & Finance Committee to select Johnson, Mizelle, Straub, and Murphy as the auditing firm for Fiscal Years 2017-18, 2018-19, and 2019-20. Diane Bognich noted that the RFP was sent to several CPA firms and advertised via print and digital and only one response was received. Mr. Pruitt asked if this was the current auditing firm for the Board and Diane Bognich affirmed. Mr. Owens moved to select Johnson, Mizelle, Straub, and Murphy as the auditing firm. Mr. Nason seconded. There was no further discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- discussed draft legislation for the 2018 legislative short session that would change the percentage the Board/Bureau receives for the General Fund. The bill would change the current 75% of the General Fund being used for administration and promotion to 50% used for administration and promotion and 25% for beach nourishment (includes dredging and hardened structures, and other allowable uses under NCGS). It was noted that neither the County Commissioners, nor Nags Head who had a conversation about groins on the beach, requested this draft legislation. The Board discussed how the changes would impact grants, staffing, and advertising and what could be done to raise awareness of the impact tourism has on the county and how the draft bill would impact that.
- reminded the Board that May 23 is Legislative Day and asked if any Board members would like to attend
- reviewed inquiry, fulfillment, and visitation numbers
- Aaron Tuell's familiarization tours of the area with Instagram influencers
- Lorrie Love's sales mission to IPW

Mr. Fuller was excused at 9:53 a.m.

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

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

BOARD MEMBER COMMENTS: Ms. Weston noted she had heard several compliments on the BOX/OBX television commercial. Mr. Overman asked about having an airbnb representative speak to the Board. Lee Nettles noted that he was working to make it happen.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, June 21, 2018 at 9:00 a.m. in the Curtis H. Creech Memorial Boardroom, Outer Banks Visitors Bureau, One Visitors Center Circle, Manteo NC.

Mr. Charalambous moved to adjourn. Ms. Weston seconded. There was no discussion and the motion passed unanimously.

The meeting was adjourned at 10:06 a.m.

ATTESTED:



Secretary, Dare County Tourism Board