

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, JUNE 20, 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; Mike Hogan, Secretary; George Banks III, Chuck Burdick, Jamie Chisholm, Webb Fuller, Chris Nason, Bobby Owens, Jeff Pruitt, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Bambos Charalambous, Assistant Treasurer; and David Pergerson.

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: Bill Coleman, The Lost Colony; Mark Dowdle, Deputy Superintendent, Outer Banks Group, National Park Service; and Mary Helen Goodloe Murphy, *The Coastland Times*.

The meeting was called to order at 9:01 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. Fuller moved to approve the May 16, 2019 meeting minutes. Mr. Nason seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Mary Helen Goodloe Murphy showed a wayfinding sign for Buxton. Each of the villages along the scenic byway will have a wayfinding sign, with information about the area. The sign for Buxton highlights surfing history.

Deputy Superintendent Dowdle reported on visitation and two upcoming events in July: the 20th anniversary of the moving of the Cape Hatteras Lighthouse [July 1] and the 50th anniversary of the Lunar Landing [July 20].

STEERING COMMITTEE REPORT: Lee Nettles reviewed the bids received for removing the mini golf course at the Dairy Queen site. Staff was originally given permission to move forward with removing the structures at the mini golf site as long as the bids were under \$30,000. However, they were not. Mr. Banks moved to award Hatchell Concrete the contract to clean the mini-golf area at the Dairy Queen site. Mr. Burdick seconded. There was no discussion and the motion passed unanimously.

Lee Nettles reviewed the Tourism Impact Grant Rules/Qualifications and the Application. Mr. Fuller moved to approve the Tourism Impact Grant Rules/Qualifications and Application, subject to final non-substantive wordsmithing by counsel and staff. Ms. Ladd-Bone 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 2018-2019 are up 3.92% over 2017-2018 actual receipts.

Staff noted the proposed Fiscal Year 2019-2020 budget and asked if there were any questions. Hearing none, Ms. Weston moved to approve the 2019-2020 Budget Ordinance as presented. Mr. Fuller seconded. There was no further discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles discussed an effort from various organizations to educate people about the dangers of rip currents. He then played a radio ad, based on the School House Rock program, which covers the dangers of rip currents and how to get out of them. Currituck County paid for a portion of the media as well. The Board liked the ad and offered ideas on how to increase the message through other media sources.

Lee Nettles also reviewed:

- Marketing department renovations. Coastal Engineering and Surveying, Inc was selected to draft plans for renovating the marketing area.
- Food Truck Showdown, Tiny House Festival, and the FunFair events at The Soundside.
- A meeting held with the Hoffman York (the new ad agency for the Bureau), Ignite Social Media, Buxton, and BooneOakley. Along with staff, the agencies discussed new strategies for the upcoming year.
- Internet, Inquiry, and Fulfillment numbers.

Lorrie Love noted the next Food Truck Showdown will be held September 8, 2019.

Lee Nettles reviewed influencer visits to the Outer Banks and media coverage.

OLD BUSINESS: The Chair played a video highlighting the 25th Annual Hatteras Village Offshore Open.

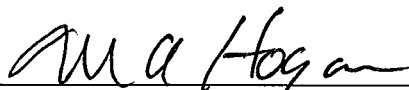
NEW BUSINESS: There was no new business to come before the Board.

BOARD MEMBER COMMENTS: There were no Board member comments.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, July 18, 2019 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Mr. Burdick moved to adjourn. Ms. Weston seconded. There was no discussion and the motion passed unanimously. The meeting adjourned at 10:11 a.m.

ATTESTED:



Secretary, Dare County Tourism Board