

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, JUNE 15, 2017
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Susie Walters, Chair; Leo Holland, Vice Chair; Tonia Cohen, Secretary; Stuart Pack, Treasurer; George Banks, III, Myra Ladd-Bone, Bambos Charalambous, Nancy Caviness, Mike Hogan, Wally Overman, Pat Weston, Martha Wickre, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Ervin Bateman, Assistant Treasurer.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Lorrie Love, Tourism Sales and Events Manager
Aaron Tuell, Public Relations

OTHERS: Bill Coleman, The Lost Colony; Ed Denton; Mark Dowdle, Deputy Superintendent, and Sarah Merrill, Outer Banks Group, National Park Service; Philip Ruckle, The Coastland Times; and Nick Sorensen, Intern at Wheless and Wheless.

The meeting was called to order at 9:02 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

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

APPROVAL OF MINUTES: Ms. Wickre moved to approve the May 18, 2017 meeting minutes. Ms. Weston seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Mark Dowdle reviewed progress at Wright Brothers National Memorial and community efforts to educate the public regarding rip current safety.

ESTABLISHED EVENT DEVELOPER GRANT PRESENTATION: Bill Coleman reviewed Ghosts of The Lost Colony and technical equipment purchased for Ghosts is also being used for The Lost Colony production.

STEERING COMMITTEE REPORT: The Chair reviewed the decision to keep the Restricted Fund awards and extensions frozen. As for the extension request from Hatteras Island Ocean Center, the recommendation was to not grant the extension, allow the grant to expire, reimburse for expenses related to the current project and have Hatteras Island Ocean Center re-apply during the next cycle, assuming that the Restricted Fund were unfrozen at that point. Diane Bognich noted a scheduled trip to Hatteras Island Ocean Center to ensure that work was completed before the end of Fiscal Year 2016-2017. Mr. Banks asked to attend with Diane Bognich. The Board concurred with this recommendation.

BUDGET AND FINANCE REPORT: Mr. Pack reviewed the meals and occupancy receipts received. Receipts for fiscal year 2016-2017 are up 4.59 % over 2015-2016 actual receipts.

FISCAL YEAR 2017-2018 BUDGET ORDINANCE: Mr. Pack asked if the Board members had any questions or comments about the proposed budget. Mr. Pack moved to adopt the Fiscal Year 2017-2018 Budget Ordinance as presented. Mr. Holland seconded. There was no further discussion and the motion passed unanimously.

SOUNDSIDE AD HOC COMMITTEE REPORT: Lee Nettles reviewed the properties to the north adjacent to The Soundside and properties across US 158 from The Soundside and the existing and potential parking spaces on each, as well as encumbrances on the property to the immediate north of The Soundside, and budget restrictions. The Board discussed the pros and cons of each property, traffic concerns, and Nags Head Town Codes regarding parking lots.

Following discussion, Mr. Overman approved spending up to \$15,000, for engineers and appraisals. Ms. Wickre seconded. The Board asked what line item to expense the charges to. Mr. Overman amended his motion to allow the Finance Officer to determine the line item. Ms. Wickre seconded the amendment. There was no further discussion and the motion passed unanimously.

MARKETING COMMITTEE REPORT: Lee Nettles presented the marketing plans for Fiscal Year 2017-2018 (attachment A).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed the internet, inquiry and visitation numbers.

Lorrie Love reviewed the recent FAM tour for UK participants in IPW and announced the location for the 2018 Tourism Summit, which will be Koru Village in Avon.

Aaron Tuell reviewed the role of summer interns, recent media coverage on the Hampton Roads Show, media meetings at IPW, and ongoing influencer visits. He noted that the UK Trinity Mirror was working on a story on the centennial of the *Mirlo* rescue and to find descendants, in the UK, of passengers on the *Mirlo*.

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

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

BOARD MEMBER COMMENTS: The Chair acknowledged the Thank You letter from the Coastal Federation for their oyster roast grant (attachment B).

SET DATE, TIME AND PLACE OF NEXT MEETING: There will be no regularly scheduled meeting in July 2017. The next meeting will be Thursday, August 17th, 2017 at 9:00 a.m. The meeting will be held at the Outer Banks Visitors Bureau Administrative Offices on Roanoke Island.

Hearing no further business before the Board, the Chair adjourned the meeting at 10:35 a.m.

ATTESTED:



Secretary, Dare County Tourism Board

Dare County Tourism Board

BE IT ORDAINED by the Governing Board of the Dare County Tourism Board that this budget ordinance be adopted June 15, 2017.

Section 1: It is estimated that the following revenues will be available in the **General Fund** for the fiscal year beginning July 1, 2017 and ending June 30, 2018:

Occupancy Tax Distribution.....	3,122,840
Prepared Food Tax Distribution.....	1,619,206
Appropriation from Fund Balance.....	1,321,590
Travel Guide Income	82,340
Merchandise Sales Income	34,400
Website Revenue.....	60,000
Interest & Other Revenue	<u>26,280</u>
	6,266,656

Section 2: The following amounts are hereby appropriated in the **General Fund** for the operation of the Tourism Board and its activities for the fiscal year beginning July 1, 2017 and ending June 30, 2018:

Governing Body.....	29,739
Promotion.....	5,616,793
Aycock Brown Welcome Center	137,681
Roanoke Island/Whalebone/Hatteras Welcome Centers.....	146,749
Travel Guide Expenses	174,700
Merchandise Expenses.....	22,244
Transfer to Event Site Fund	<u>138,750</u>
	6,266,656

Section 3: It is estimated that the following revenues will be available in the **Special Revenue Fund** for the fiscal year beginning July 1, 2017 and ending June 30, 2018:

Occupancy Tax Distribution.....	1,040,946
Prepared Food Tax Distribution.....	539,736
Appropriation from Fund Balance.....	5,465,725
Interest.....	<u>17,500</u>
	7,063,907

Section 4: The following amount is hereby appropriated in the **Special Revenue Fund** for the use(s) indicated for the fiscal year beginning July 1, 2017 and ending June 30, 2018:

Expenditures.....	7,063,907
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Section 5: It is estimated that the following revenues will be available in the **Event Site Fund** (an enterprise fund) for the fiscal year beginning July 1, 2017 and ending June 30, 2018:

Lease Income.....	7,600
Interest & Other Revenue.....	470
Transfer from General Fund.....	139,150
Unappropriated Funds.....	<u>32,850</u>
	180,070

Section 6: The following amounts are hereby appropriated in the **Event Site Fund** for the associated operational costs, beginning July 1, 2017 and ending June 30, 2018:

Expenditures.....	180,070
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Section 7: The Budget Officer is hereby authorized to transfer appropriations as contained herein under the following conditions:

- a) He/she may transfer amounts between line item expenditures within a department without limitation and without a report being required. These changes should not result in increases in recurring obligations such as salaries.
- b) He/she may transfer amounts up to \$5,000 between departments, including contingency appropriations, within the same fund. He/she must make an official report on such transfers at the next regular meeting of the Governing Board.
- c) He/she may not transfer any amounts between funds, except as approved by the Governing Body in the Budget Ordinance as amended.


Section 8: The Budget Officer may make cash advances between funds for periods not to exceed 60 days without reporting to the Governing Board. Any advances that extend beyond 60 days must be approved by the Board. All advances that will be outstanding at the end of the fiscal year must be approved by the Board.

Section 9: Copies of this Budget Ordinance shall be furnished to the Clerk to the Governing Board and to the Budget Officer and Finance Officer to be kept on file by them for their direction in the disbursement of funds detailed in the budget adopted by this body 15 June, 2017.

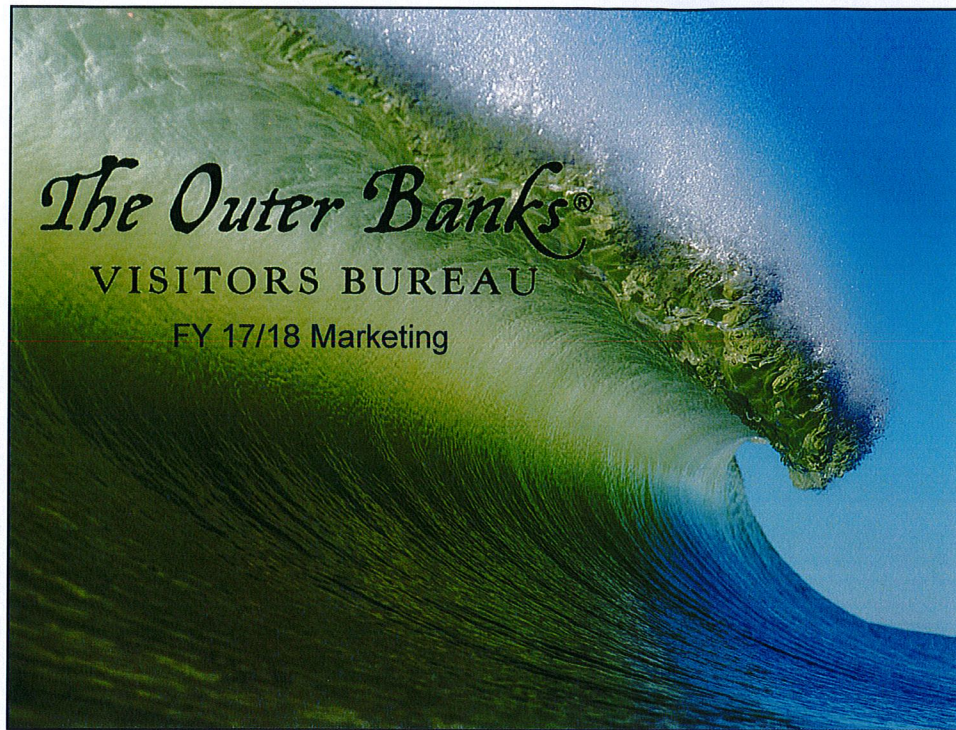


Pamela S. Walters, Chairman

ATTEST:



Tonia Cohen, Secretary



Tech & Trial,
Tried & True

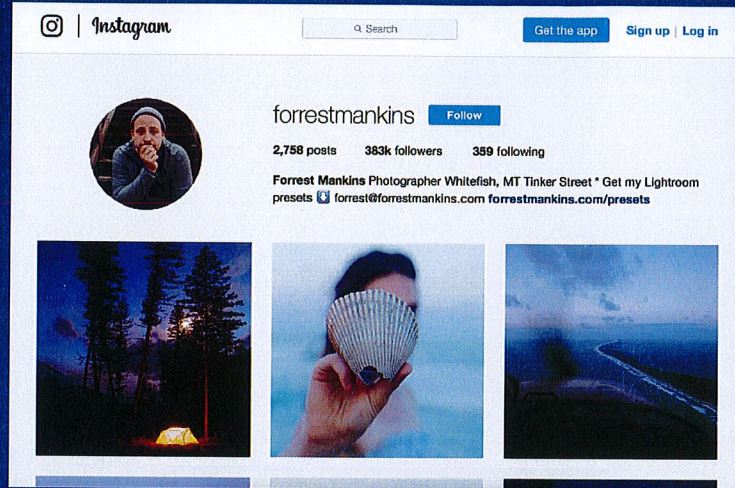
What We're Up Against...

The screenshot shows a Skift article page. The header includes the Skift logo and navigation links for News, Research, Conferences, Newsletters, Edu, and Advertising. Social media icons for Facebook, Twitter, and LinkedIn are also present. The main article title is "Travel Habits of Americans: 42 Percent Aren't Taking a Vacation This Summer" by Dan Peltier, dated May 22, 2017, at 1:30 am. A "Skift Take" box contains a quote: "Unless there's a flood of last-minute vacation planners who will book trips in the coming days, weeks or months, many U.S. travelers are saying that they're hunkering down for another summer of little to no time away from the office." attributed to Dan Peltier. A yellow callout box on the right says "TRAVEL HABITS OF AMERICANS 2017". The background image shows a busy beach scene.

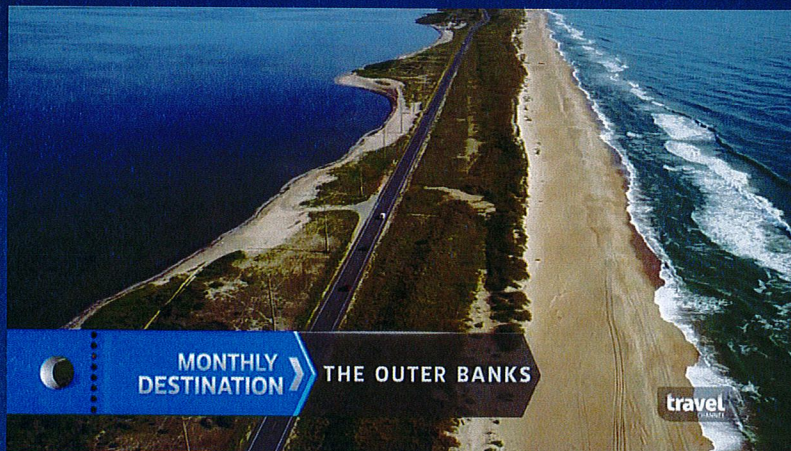
What We're Up Against...

- 92% trust recommendations from other people over those of brand
- 81% of US online consumers' purchase decisions are influenced by friends' social posts

Influencers



January



Innovate



Initiatives - 360°



Initiatives - YouVisit

