

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, JUNE 16, 2016
10:00 A.M.
OUTER BANKS WELCOME CENTER ON ROANOKE ISLAND
MANTEO, NC 27954**

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

EXCUSED ABSENCE: Martha Wickre

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; Outer Banks Group, National Park Service; Philip Ruckle, *The Coastland Times*; Alexa Nota, Outer Beaches Realty.

The meeting was called to order at 10:00 a.m. The Board recited the pledge of allegiance, followed by a moment of silence.

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

APPROVAL OF MINUTES: Ms. Cohen moved to approve the May 19, 2016, meeting minutes. Mr. Overman seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Deputy Superintendent Dowdle reviewed visitation and how the rain has impacted beach access ramps along the National Seashore.

STEERING COMMITTEE/CHAIR'S REPORT: The Chair reviewed the purchase of a new van and phone system from the infrastructure line item.

Mr. Bateman moved to approve spending up to \$25,000 for a van. Mr. Holland seconded. There was no discussion and the motion passed unanimously.

Mr. Hogan moved to approve spending up to \$17,000 for a new phone system. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

BUDGET AND FINANCE REPORT: Ms. Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2015-2016 to date are up 6.30% from the same time period in fiscal year 2014-2015.

Ms. Fuller moved to adopt the Fiscal Year 2016-2017 Budget Ordinance as presented. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.

PERSONNEL COMMITTEE: Staff reviewed changes to health insurance coverage and other employment benefits. The Board discussed the benefits and insurance plans of other towns and the private sector. Legal Counsel advised to add a statement to the personnel manual noting that the policies and benefits were subject to

change. Mr. Overman moved to approve the changes and the addition of the statement from legal counsel to the personnel policies. Mr. Holland seconded. There was no further discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Attendance at Legislative Day along with Chair Walters and Wally Overman
- Brewfest and Carnival at the Soundside Event Site. He noted that Brewfest aimed to double their attendance over last year and did so-with 4,000 attendees. Mr. Hogan noted that information for the shuttles for the event could be easier to locate. Staff will share those concerns with the organizers.
- Noted the campaign to help combat the slow beginning to the season launched in mid June
- Social Media RFP had been advertised
- Inquiry, Internet, and Fulfillment numbers

Lorrie Love reviewed recent events at The Soundside Event Site and upcoming trade/marketplace shows.

Aaron Tuell reviewed recent media efforts to help with the slow start to the season, new video launches each week, and recent media FAMs and tours.

Lee Nettles announced that Amanda Druid, the Events and Marketing Assistant, would be leaving the Bureau.

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

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

BOARD MEMBER COMMENTS: Mr. Overman reported on his meeting with a Nags Head business and their concerns about the carnival. Mr. Overman encouraged the business, and other businesses that had concerns, to come to a Board meeting and speak with the Board.

The Chair encouraged any Board members available to attend the Dare County Commissioners Board meeting on June 20, 2016 at 5:00 p.m. Tourism Board Restricted Fund spending and the results of the state audit were placed on the Commissioners' agenda.

SET DATE, TIME AND PLACE OF NEXT MEETING: Mr. Bateman moved to not hold a meeting in July. Mr. Overman seconded. There was no discussion and the motion passed unanimously. If needed, a special meeting can be held in July. The next meeting was slated as August 18, 2016.

Mr. Holland moved to adjourn. Mr. Charalambous seconded. The meeting was adjourned at 10:59 a.m.

ATTESTED:



Secretary, Dare County Tourism Board