

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, AUGUST 16, 2018  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

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

**EXCUSED ABSENCE:** Pat Weston, Treasurer; and Jay Wheless, Legal Counsel.

**STAFF:**

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

**OTHERS:** Dave Hallac, Superintendent; and Mark Dowdle, Deputy Superintendent; and Michael Barber, Public Relations; Outer Banks Group, National Park Service; Mary Helen Goodloe Murphy, *The Coastland Times*; and Barbara Miller, Frisco Native American Museum.

The meeting was called to order at 9:00 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. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

**APPROVAL OF MINUTES:** Mr. Charalambous moved to approve the June 21, 2018 meeting minutes as amended [a date correction was made]. Mr. Fuller seconded. There was no discussion and the motion passed unanimously.

**PUBLIC COMMENTS:** Superintendent Hallac noted the Centennial of the *Mirlo* Rescue ceremony held that afternoon [August 16] and that the Wright Brothers National Memorial Visitors Center was slated to re-open on September 29, 2018. Mary Helen Goodloe Murphy thanked the Board for their support of Chicamacomico and the Centennial of the *Mirlo* Rescue.

**STEERING COMMITTEE:** The Board reviewed the following:

*Natural, Historic, and Cultural Grant Recommendation:* The Chair reviewed the recommendation from the Steering Committee to award \$30,000 to the Elizabethan Gardens for the Discovery Cottage & Discovery Center Outdoor Classroom. The Board discussed the need for a place like this for schools and other groups that visit the area. It was asked how much of the grant budget was given to the Elizabethan Gardens. Mr. Nettles noted that there was no allotment set aside for the Gardens; that they applied for grants frequently, and that the grants applications needed to be judged on the grant criteria and not the applicant. Hearing no further discussion, Mr. Charalambous moved to award \$30,000 to the Elizabethan Gardens. Ms. Cohen seconded. There was no discussion and the motion passed unanimously.

*Short Term Restricted Fund Grant Extension Request:* The Chair reviewed the request, noting the delay was due to the rains in July. Mr. Fuller moved to grant an extension to the end of September 2018 to the Friends of the Graveyard of the Atlantic Museum. Mr. Overman seconded. There was no discussion and the motion passed unanimously.

Recommendation for Summer Rentals at The Soundside: Lee Nettles reviewed language regarding Soundside Event rentals which read:

Between June 15<sup>th</sup> and September 7<sup>th</sup>, The Soundside event site shall only be rented to events which can be self-contained within the site. The Visitors Bureau may refuse peak season rentals if, in its sole and unfettered discretion, there is a reasonable potential for event overflow or for any other reason which is contrary to the public health, safety and welfare. The above shall not limit the Visitors Bureau from prohibiting or restricting other rentals at any time and for reasons consistent with the above.

The Board discussed the rationale behind the new language. Mr. Fuller noted he did not support the statement and felt the site should be available for rent year-round with no restrictions and asked if the policy could be enacted without being in writing. Lee Nettles noted that the written policy did protect the Bureau when making the decision and would not prohibit rentals but helped manage the size of peak season events that could be held there in order to not place a burden on neighboring business' property. Mr. Overman moved to approve the language. Mr. Owens seconded.

**BUDGET AND FINANCE REPORT:** Diane Bognich reviewed the meals and occupancy receipts received. Receipts for fiscal year 2018-2019 are up 15.92% over 2017-2018 actual receipts.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles reviewed:

- Buxton data presentation (attachment A) using GPS data to create a profile of current visitors and a model for locating other people likely to visit the Outer Banks and how the data influenced other marketing, like print. Mr. Fuller asked if the information included locals and second home owners. Lee Nettles replied that the data did not include locals and second home owners. The Board discussed how to share the information about the potential visitors with industry partner and how the data would influence future marketing decisions. Lee Nettles also reviewed print and digital media.
- Inquiry, Fulfillment, and Visitation numbers.

Lorrie Love noted:

- the upcoming Food Truck Showdown on September 9
- upcoming Group Sales missions
- the next Tourism Summit will be located at the Soundstage Theater at The Lost Colony in May
- work on the 2019 Travel Guide was well under way

Aaron Tuell reviewed recent Instagram Influencer visits and media coverage and the creation of a micro site on [outerbanks.org](http://outerbanks.org) for military veterans.

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

**NEW BUSINESS:** Lee Nettles noted that the Steering Committee was exploring the Town of Nags Head's request that the Board buy out the Town's share of The Soundside; researching potential acquisition of the neighboring property; and considering options for a building. There was no action taken but Lee Nettles wanted the Board members to be informed and suggested having a workshop at the September meeting for The Soundside.

**BOARD MEMBER COMMENTS:** Mr. Fuller queried why the grant request from the Elizabethan Gardens did not go before the Grants Committee. Lee Nettles responded that it was a grant from the Restricted Fund and the Steering Committee reviewed grant requests for Restricted Fund grants [Natural, Historic, and Cultural, GOSPL, Fireworks, and Short-Term Restricted Fund] while the Grants Committee reviewed the Event Grant.

**SET DATE, TIME AND PLACE OF NEXT MEETING:** The next meeting will be Thursday, September 20, 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. Mr. Pergerson seconded. There was no discussion and the motion passed unanimously.

The meeting was adjourned at 10:33 a.m.

**ATTESTED:**



Secretary, Dare County Tourism Board