

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, SEPTEMBER 15, 2016  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICE  
ONE VISITORS CENTER CIRCLE  
MANTEO, NC 27954**

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

**EXCUSED ABSENCE:** Bambos Charalambous, Tonia Cohen, and 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:** Carl Curnutte, Elizabethan Gardens; Philip Ruckle, *The Coastland Times*; Russ Lay, *Outer Banks Voice*; Dave Hallac, Superintendent; and Mark Dowdle, Deputy Superintendent, Outer Banks Group, National Park Service; Cecil Childress and Eddie Bumbaugh, Sea Ranch Resort; Alexa Nota, Outer Beaches; Tony and Linda Lombardi, Alan Jones, Mike Russ, Pace Mimms, J.W. Johnson, Brian Forbes, and Dick Parker, Outer Banks Anglers Club.

The meeting was called to order at 9:00 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:** Mr. Bateman moved to approve the August 18, 2016, meeting minutes. Mr. Holland seconded. There was no discussion and the motion passed unanimously.

**PUBLIC COMMENTS:** Dick Parker, Chair of the Oregon Inlet Artificial Reef Committee (OIARC), spoke to the Board. OIARC previously submitted a Natural Historic and Cultural Grant application which was considered ineligible as the project was not located inside Dare County. OIARC later requested the Natural, Historic, and Cultural Grant guidelines be amended to include "or adjacent waters" verbiage and this request was also denied.

Dick Parker noted how many reefs existed along the coast of North Carolina and their location inside or outside the state waters boundary; the history of funding artificial reef projects by the Coastal Recreation Fishing License (CRFL) in other areas versus Dare County; fisherman and divers attracted to the reef and how many people used the reefs to fish or dive. Dick Parker noted that it was very difficult to determine how many people actually used the reefs to fish or visit.

Dick Parker stated that OIARC had located a map showing that Dare County boundaries extend 3 miles out into the Atlantic Ocean, emphasizing that this map placed the project inside of Dare County. Legal Counsel countered that the legislative charter creating Dare County would regulate the Board in identifying the boundaries of Dare County. Continued discussion on this matter was moved to old business.



Dave Hallac noted visitation at local National Park sites was up; changes to beach driving regulations; a science workshop to better understand factors that impact wildlife on the beaches; Water Management to discuss flooding in the southern parks; NPS campgrounds open through Thanksgiving; and that NPS would have exhibits at the upcoming Day at the Docks.

**STEERING COMMITTEE/CHAIR’S REPORT:** Carl Curnutte reviewed the steps the Elizabethan Gardens took in selecting a firm to do restoration to the gates in the garden. Board members questioned Carl Curnutte on the skills of the firm selected to restore/recreate the gates and the confidence in the ability to save what portions of the gates that could be saved and replication of what could not. Mr. Overman noted his research of the gates and questioned the terms used by the firm selected to do the work on the gates. Carl Curnutte stated that the firm selected to do the work would restore/recreate the gates to original design (i.e., the gates would look no different). Mr. Overman also asked about the life expectancy of the work and future maintenance for the gates. Carl Curnutte stated the gates should last 100 years and will be subject to yearly maintenance. Following discussion, Mr. Bateman moved to award a Natural, Cultural, Historic Fund grant in the amount of \$40,000 for the Great Gates Restoration Project. Mr. Holland seconded. There was no further discussion and the motion passed unanimously.

The Chair noted that she and the Executive Director continue to work with VHB and RPC on the contract for work on the Event Site.

The Chair handed out a worksheet (attachment A) showing the budgets of Dare County towns for overtime for law enforcement for informational purposes. Mr. Overman noted he was working with the Dare County Board of Commissioners Clerk to draft a resolution and letter of support for state funding of a traffic management program. Once the resolution and letter were completed and approved by the Dare County Commissioners, it will be shared with Dare County Municipalities and Currituck County. These resolutions and letters of support can then be sent to the State Highway Patrol to show support of the project. The matter remains tabled as all parties work on it.

The Chair announced the creation of an ad hoc committee for events at The Soundside. The Chair called for volunteers. Ms. Fuller and Mr. Hogan stated that they would serve on the committee. Ms. Cohen and Ms. Wickre will also be asked if they wish to serve on the committee.

Three Year Strategic Goals were given to the Board but will not be discussed until the October meeting.

**BUDGET AND FINANCE REPORT:** Ms. Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2016-2017 are up 7%, noting there were five check-in weeks, which made the collections look higher than last July. She also noted that an ice cream shop in Salvo had closed and the new address was in Rodanthe and this led to the Salvo meals number being drastically down and that a spike in Bed & Breakfast tax collections was due to a delayed tax payment. Staff continues to monitor financial statements from competing destinations. Ms. Fuller and Mr. Pack noted that fall bookings were strong.

**GRANTS AND LOCAL PUBLIC RELATIONS:** Ms. Kavanagh noted that the Grants Committee had met to review applications and recommend awards for the Event Grant.

Ms. Kavanagh moved to award the following amounts:

Beach Food Pantry	\$5,000	Holiday Chefs Challenge
First Flight Society	\$5,000	Wright Brothers Day
GEM Adult Day Services	\$1,050	Carpe DM-Gem Dance Marathon
Hatteras Island Youth Ed. Fund	\$6,250	Surfin’ Turkey 5k & Puppy Drum Fun Run
NC Coastal Federation	\$5,350	Hatteras Island Oyster Roast
Outer Banks Wrestling Club	\$5,000	Battle at the Beach
Town of Manteo	\$25,000	Dare Day 2017
<i>TOTAL RECOMMENDED</i>	<i>\$52,650</i>	

Mr. Hogan seconded. There was no discussion and the motion passed unanimously.



Diane Bognich reviewed the proposed revisions to the Established Event Developer Grant application. The revisions bring the EED grant application more in line with the Event Grant application. Mr. Overman moved to approve the revisions as presented. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.

Lee Nettles reviewed the Established Event Grant for Roanoke Island Historical Association. [RIHA previously asked for the grant to be amended, replacing the wine festival with PsychoPath, as the wine festival would not happen in year one. The Dare County Tourism Board sent the request back to the Grants Committee for a final recommendation on the contract.] Staff noted the best option was to leave the contract in place but only award an amount up \$5,000 for Ghosts of the Lost Colony in year one as RIHA budgeted for that amount. Mr. Holland asked if RIHA was fine with the terms and Lee Nettles noted that they were. Ms. Kavanagh moved to approve the contract as presented. Mr. Holland seconded. There was no further discussion and the motion passed unanimously.

The Board took a 10 minute break. The meeting resumed at 10:30 a.m.

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

- Noted his seventh anniversary with the Bureau and reflected the challenges the Board/Bureau has faced (weather, fires, seasonal fluctuations) and how marketing has changed within that time frame
- Announced Ignite Social Media would be the new social media agency
- Presentation on social media (attachment B). Mr. Overman suggested an update on the construction of the new Bonner Bridge as a video for the Bureau's YouTube channel
- Inquiry, fulfillment and visitation numbers

Lorrie Love noted her attendance at the Connect Sports Annual Conference and a current site visit with Reunion Planners Plus.

Aaron Tuell noted upcoming television coverage and media immersions focusing on Fall Foods and Girlfriend Getaways.

**OLD BUSINESS:** The Board continued discussion on the Artificial Reef grant request. Legal Counsel reiterated that the 1870 legislative act creating Dare County established the eastern boundary as the "sea beach" and the county boundaries have not changed. While the state did allow counties abutting the sea to maintain services like funding lifeguarding and beach nourishment but still maintained their authoritative boundary. Ms. Kavanagh asked what the difference was between this project and supporting a project like windfarms. The Chair noted that it was different because the Board was not taking action on a windfarm, merely offering an opinion on them. Mr. Banks asked if a reef in the sound would qualify. Lee Nettles said yes, as long as the sound is located with Dare County. Mr. Bateman asked the Board to "think outside the box" for projects that did not meet the grant guidelines but were worthy projects that encouraged tourism. Mr. Overman asked if the concerns about "what would happen if" could be explained and validated. A few Board members asked if other tourism authorities had contributed funding to the artificial reefs that were in their communities but it was not known if they had. The committee reached consensus to table this issue pending further investigation and discussion.

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

**BOARD MEMBER COMMENTS:** Ms. Caviness announced that she would be retiring from innkeeping at the end of the year. Mr. Holland noted the current case before the State Supreme Court regarding public use versus private ownership of dry sand on the beach.

**SET DATE, TIME AND PLACE OF NEXT MEETING:** Thursday, October 20, 2016 at 9:00 a.m. at the Rodanthe Waves Salvo Community Center. [This meeting was moved to the Outer Banks Visitors Bureau Administrative Offices in Manteo and the start time was changed to 9:30 a.m.]

Mr. Holland moved to adjourn. Ms. Fuller seconded. There was no discussion and the motion passed unanimously. The meeting was adjourned at 11:25 a.m.

**ATTESTED:**



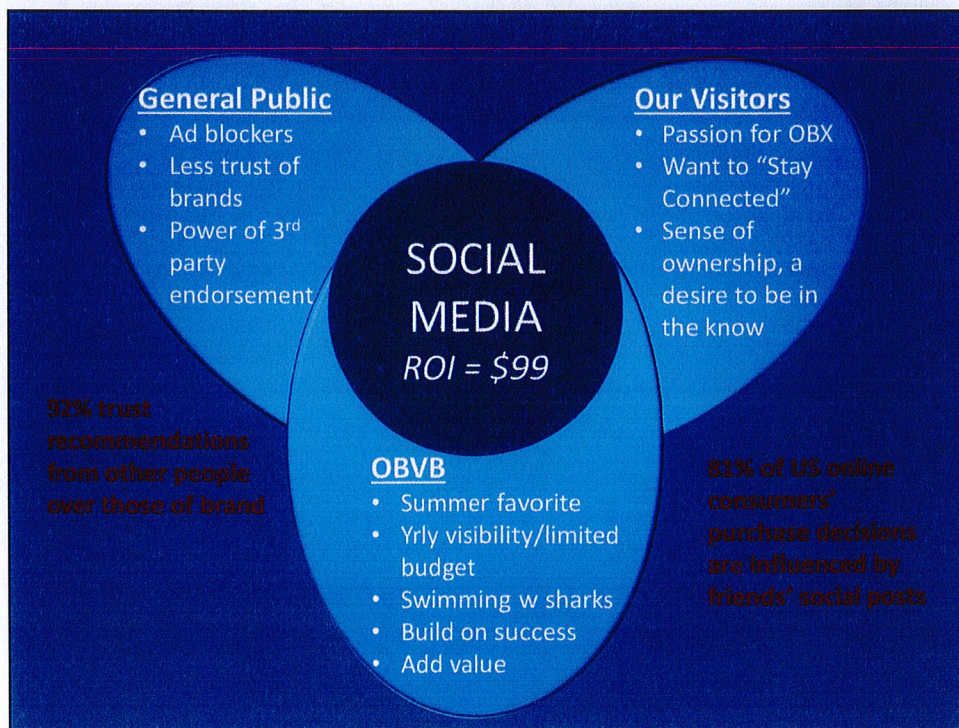
Secretary, Dare County Tourism Board



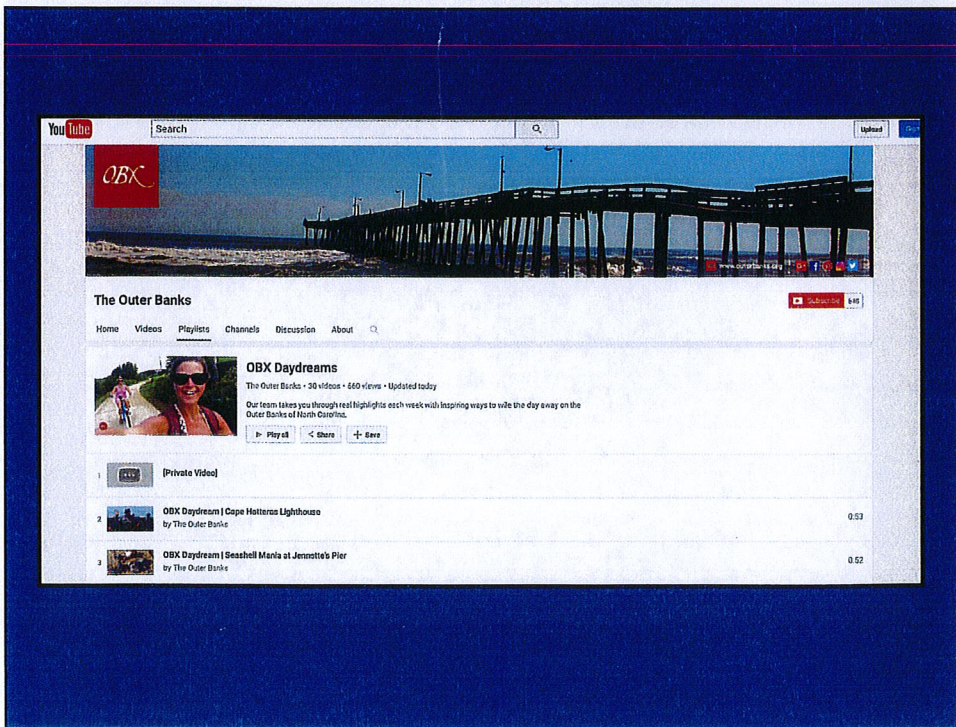
Report on Police Overtime Expenditures

	KH	SS	Duck	Total
2014/15 Actual Occ. Tax Receipts	\$ 1,071,703.00	\$ 953,562.00	\$ 1,098,902.00	\$ 3,124,167.00
2014/15 Actual Police Overtime (not all related to intersection)	\$ 556.00	\$ 13,390.00	\$ 14,824.00	
2014/15 Police OT as % of Occ. Tax	\$ 0.0005	\$ 0.0140	\$ 0.0135	
2015/16 Budgeted Occ. Tax Receipts	\$ 1,050,099.00	\$ 885,791.00	\$ 1,039,715.00	
2015/16 Budgeted Police Overtime (not all related to intersection)	\$ 5,000.00	\$ 20,000.00	\$ 20,000.00	
2015/16 Actual Police Overtime	\$ 1,183.58	\$ 11,410.00	\$ 10,469.00	
+/- difference actual 14/15 to 15/16 OT	\$ 627.58	\$ (1,980.00)	\$ (4,355.00)	
2016/17 Budgeted Occ. Tax Receipts	\$ 1,175,000.00	\$ 885,791.00	\$ 1,239,428.00	\$ 3,300,219.00
2016/17 Budgeted Police Overtime (not all related to intersection)	\$ 5,000.00	\$ 20,000.00	\$ 20,000.00	
No specific budget message related to intersection in Duck budget				
Additional Information for Dare Co.	KDH	Nags Head	Manteo	Dare Co. Sheriff
2014/15 actual Police OT	\$ -	\$ 36,519.00	\$ 2,221.09	\$ 66,469.00
2015/16 Budgeted Police OT	\$ -	\$ 33,060.00		\$ 80,904.00
2015/16 Actual Police OT 6/30/16	\$ -	\$ 26,289.29	\$ 4,840.14	\$ 60,853.00
2016/17 Budgeted Police OT	\$ -	\$ 26,100.00		\$ 74,748.00
* Kitty Hawk pays compensation leave time instead of overtime whenever possible. The leave time equivalent for all overtime is \$15,404.61.				
* Manteo detailed budget not available online. Only 6 page budget ordinance is available.				
* Manteo does not budget separately for overtime				
* Zero dollars budgeted/expended in KDH for Police OT except for small OCDEFT grant in the past.				
* KDH does not budget for overtime pay as a line item. Any police overtime goes into comp time. If there are lapsed salaries in the police at the end of the year, the Town may use those funds to payout excessive amounts of comp time.				
NOTE: Parties were not asked to provide comp time information, but some provided it anyway.				













## "Seashell" Instagram Video

**theouterbanksnc**  
Jennette's Pier

4,629 views · 4d

theouterbanksnc Did you know the best time for shelling is after a storm?? We witnessed this seashell mania this morning! Share your beach treasure photos with us. #obxnow #nagshead #seashells

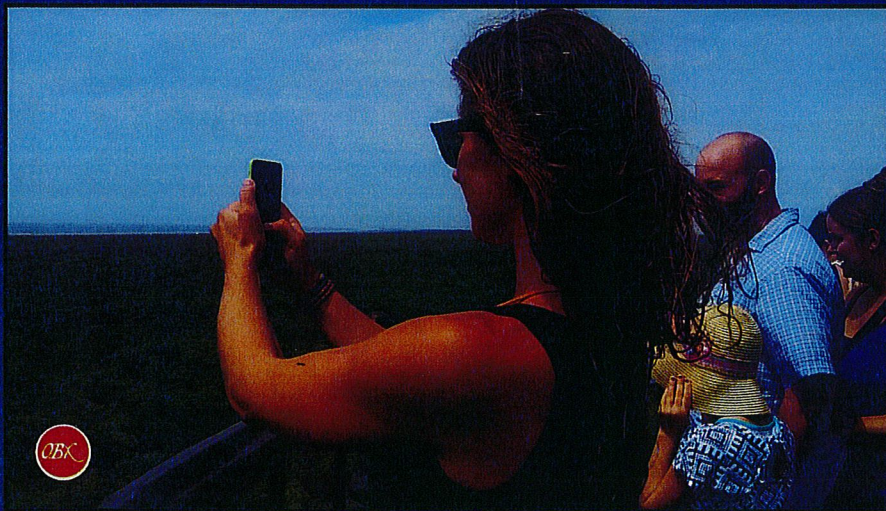
mermaidabby @spinachballs

♡ Add a comment...



## "Seashell"

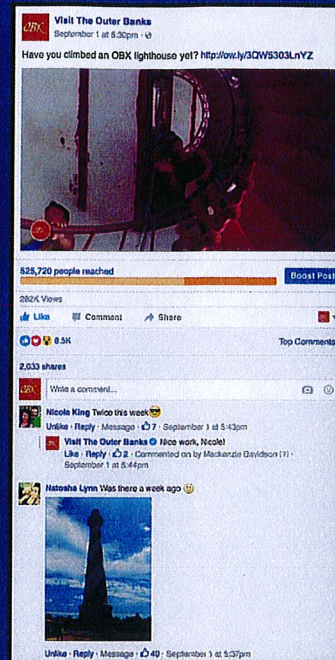
- YouTube: 154 Views
- Instagram Views: 4,629
- Comments: 32
- Likes: 1,161
- Cost = \$0





## “Lighthouse” –

### Facebook



## “Lighthouse” – Facebook Video

- YouTube: (241 Views)
- Facebook Boost: \$500
- Views: 282K
- Shares: 2,033
- Reach: 526K



