

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, NOVEMBER 17, 2016
9:00 A.M.
DARE COUNTY REGIONAL AIRPORT
410 AIRPORT ROAD
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: Tracy Shisler and Belinda Willis, Hatteras Village Civic Association; Ricky Brake, Eastern Surfing Association, Outer Banks Chapter; Sarah Merrill, Outer Banks Group, National Park Service; Lisa Murphy, Johnson, Burgess, Mizelle & Straub, LLC; and David Daniels, Dare County Airport Authority.

The meeting was called to order at 9:34 a.m. Then the Board recited the pledge of allegiance. The Chair spoke a few words about Warren Judge and the Judge Family, then the Board had a moment of silence. The Chair welcomed guests.

APPROVAL OF AGENDA: The Chair asked to move the Fiscal Year 2015-2016 Audit review to item VI on the agenda. Ms. Caviness moved to approve the agenda as amended. Mr. Holland seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Holland moved to approve the October 20, 2016 meeting minutes. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Sarah Merrill reviewed visitation at the National Park sites and announced that there will be 10 fee free days at Park Service sites in 2017.

FISCAL YEAR 2015-2016 AUDIT: Lisa Murphy, Johnson, Burgess, Mizelle & Straub, LLC, reviewed the Fiscal Year 2015-2016 Audit. Following her presentation, Mr. Holland asked if the audit had been sent to Local Government Commission. Lisa Murphy responded it had [a copy was also sent to the Dare County Commissioners]. Ms. Fuller moved to receive the audit. Mr. Holland seconded. There was no further discussion and the motion passed unanimously.

ESTABLISHED EVENT DEVELOPER GRANT REVIEW PRESENTATION: Tracy Shisler and Belinda Willis reviewed the Starry Nights, Story Telling Festival, Day at the Docks, and the Christmas Parade. The Christmas Parade celebrates its 25th year on December 10, 2016, and Starry Nights will be held February 24-25, 2017 and dates for the other events are being determined (presentation on file).

Ricky Brake reviewed the Easterns, showing a recap video of the event.

The Board took at 10 minute break. The meeting resumed at 10:20 a.m.

STEERING COMMITTEE/CHAIR'S REPORT: Lee Nettles updated the Board on the contract with RPC for parts of Phases II and III at The Soundside. Mr. Bateman moved to award a contract in the amount of \$813,150 to RPC for parts of Phases II & III at The Soundside. Mr. Holland seconded. There was no discussion and the motion passed unanimously.

The Chair noted the Steering Committee had met and reviewed the Short Term Restricted Fund Grant Requests. Mr. Bateman moved to award \$447,887 to the Town of Duck for the Duck Pedestrian Path Improvements, Phase I. Mr. Holland seconded. There was no discussion and the motion passed unanimously.

Mr. Charalambous moved to award \$340,125 for the Bay Drive Multi-Use Path, Phases III & IV. Mr. Hogan seconded. There was no discussion and the motion passed unanimously.

Ms. Kavanagh moved to award \$226,750 to the Town of Nags Head for Dowdy Park, Phase II. Ms. Fuller seconded. There was no discussion and the motion passed unanimously.

Ms. Caviness moved to award \$22,675 to the Outer Banks Gun Club for the Special Purpose Range, contingent upon letter from Dare County stating approval of improvements made at the gun range [this letter on file]. Mr. Holland seconded. There was no discussion and the motion passed unanimously.

The Chair noted that an RFP for Legal Counsel Services was advertised and two responses received. The Steering Committee reviewed the two proposals and chose to remain with Wheless & Wheless. Mr. Bateman moved to continue the contract with Wheless & Wheless. Mr. Overman 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 2016-2017 are up 2.67% over 2015-2016 actual receipts.

Ms. Fuller reviewed the Budget Amendment for Fiscal Year 2016-2017, transferring \$582,204 from the Event Site Special Revenue Fund into the Capital Project Fund. Mr. Holland moved to approve the budget amendment. Mr. Overman seconded. There was no discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- 2017 Travel Guide Cover promoting the night skies.
- Development of a travel app. Staff has set a goal of 100,000 downloads of the app in the first year.
- Presentation made to the Outer Banks Association of REALTORS®
- Attendance at a National Park Service listening session. He will suggest that the Lighthouses be open during the weekends in the shoulder seasons and that the campgrounds be open longer in the fall.
- Video series recapping the Board meetings have been posted to a Vimeo channel and staff is working to incorporate them into the website as well.
- Inquiry, Fulfillment and visitation numbers.

Ms. Caviness and Ms. Fuller were excused at 10:37 a.m.

Lorrie Love reviewed the recent North Carolina Domestic Sales Mission in Philadelphia/Pittsburgh areas, recent group sales FAM tours and the event schedule for The Soundside event site.

Aaron Tuell reviewed past and forthcoming media and influencer FAM tours and an upcoming Society of American Travel Writers board meeting.

OLD BUSINESS: Mr. Overman discussed progress on gathering local support for a request to the North Carolina Highway Patrol to fund a traffic management program at the intersection of US 158 and Highway 12 in Kitty Hawk. The Towns of Duck, Southern Shores, Kill Devil Hills and Nags Head, as well as the Dare County Board of Commissioners, have unanimously passed the resolution. The Town of Kitty Hawk did not accept the resolution and the Town of Manteo has not voted on it yet. Mr. Bateman explained the thoughts behind Kitty Hawk's decision not to pass the resolution and suggested creating a traffic management line item in the Tourism Board's budget that could be used by all the towns/county for situations where there is extra traffic, like the Seafood Festival or Marathon. Mr. Overman will follow up as the resolution progresses.

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

BOARD MEMBER COMMENTS: Mr. Holland talked about an article and press release, both with different viewpoints, about the Mid-Currituck Bridge and the possibility of delays in building the bridge.

The Chair asked Board members to return the evaluation forms for the Executive Director's review by November 30.

Mr. Holland shared the invite for the Grand Illumination for WinterLights at Elizabethan Gardens.

Ms. Kavanagh gave an update on Hatteras Island, noting that it appears that visitation is down on the island but fishing is up—surf fishing has been good on the island—and how residents are doing after Hurricane Matthew.

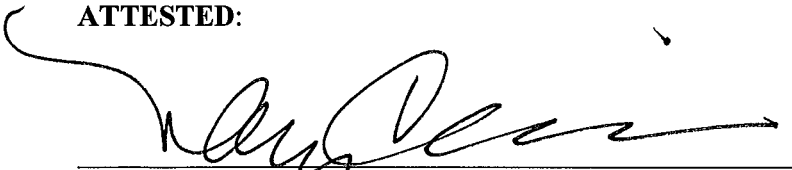
The Soundside ad hoc committee will meet on December 5, 2016.

The Chair summarized her attendance at the North Carolina Beach, Inlet and Waterways Commission Conference. The Commission is looking at various ways to fund beach nourishment and the Board talked about the options.

SET DATE, TIME AND PLACE OF NEXT MEETING: Tuesday, December 20, 2016 at 9:00 a.m. at the Outer Banks Visitors Bureau Administrative Offices. Board members were invited to breakfast before the meeting, at 8:30 a.m.

Mr. Holland moved to adjourn. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously. The meeting was adjourned at 11:15 a.m.

ATTESTED:


Secretary, Dare County Tourism Board