

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, APRIL 19, 2018
9:00 A.M.
CAPTAIN GEORGE'S RESTAURANT
705 S. CROATAN HIGHWAY
KILL DEVIL HILLS, NC 27948**

ATTENDING: Myra Ladd-Bone, Chair; Wally Overman, Vice-Chair; Pat Weston, Treasurer; Bambos Charalambous, Assistant Treasurer; George Banks, III, Nancy Caviness, Webb Fuller, Mike Hogan, Chris Nason, Bobby Owens, David Pergerson, Jeff Pruitt, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Tonia Cohen, Secretary.

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: Philip Ruckle, *The Coastland Times*; Bill Coleman, *The Lost Colony*.

The meeting was called to order at 9:00a.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: Ms. Caviness moved to approve the March 15, 2018 meeting minutes. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Bill Coleman reviewed and thanked the Board for their support of the wine festival and Ghosts of the Lost Colony.

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2017-2018 are up 4.09% over 2016-2017 actual receipts.

Staff reviewed Resolution 2018-1, Authorizing Dare County Tourism Board to Engage in Electronic Payments as Defined by GS 159-28 (attachment A and on file). Lee Nettles reviewed procedures in place for purchasing. Mr. Fuller moved to approve the resolution. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

Staff reviewed the updates to the Accounting Policies and Procedures Manual, which were made due to North Carolina General Statute 159-28 (attachment A and on file). Mr. Fuller moved to approve the updates. Mr. Pruitt seconded. There was no discussion and the motion passed unanimously.

Staff reviewed the proposed budget for Fiscal Year 2018-2019. Ms. Weston moved to set the Public Hearing for the Fiscal Year 2018-2019 Budget for 9:15 a.m. on Thursday, May 17th, 2018 at the Outer Banks Visitors Administrative Offices, Manteo NC. Mr. Fuller seconded. There was no discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES:

- Outer Banks Visitors Bureau won a Shorty Award for “Best Large Media Buying Strategy”
- Presentations for the Duck Merchant Association and Town of Manteo
- Had been asked about the Bureau and Town of Nags Head taking over the Kelly’s St. Patrick’s Day Parade. Both the Town and Bureau felt they were not the correct parties to take over the parade as “bureaucracy would kill the spirit” of the parade, although both entities expected to continue their support of the parade and help facilitate the parade to a new event owner. Mr. Fuller noted that the Town would most likely seek grant funding to help with the parade.
- Upcoming events at The Soundside include Dock Dogs, Woofstock, and Food Truck Showdown
- May 23 is the Legislative Day. Lee asked if any Board members wished to attend, to please let him know
- Changes to the privacy policy on Facebook and other social media and for European Union Countries.

Lorrie Love reviewed the recent sales mission to Travel South.

Aaron Tuell reviewed recent media coverage and upcoming influencer trips.

OLD BUSINESS: Jay Wheless noted that Verizon Easement was accepted by both parties. The easement covers about 33 square feet on a corner of the property and Verizon raised their payment to \$2,500 and adjusted the length of the term, with an automatic renewal.

Lee Nettles noted the Established Event Developer Grant Review from Elizabethan Gardens in the packet (attachment B).

NEW BUSINESS: The Board had a lengthy conversation regarding Airbnb. Discussion included: if, and how, occupancy taxes were collected; potential public health or safety problems; the potential impact to the Outer Banks brand; and how other cities and resort areas were handling the rise in Airbnb properties. The Board asked if it was possible to have an Airbnb representative speak at a Board meeting. Staff will look into this.

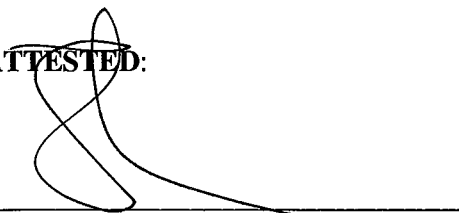
BOARD MEMBER COMMENTS: There were no Board member comments.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, May 17, 2018 at 9:00 a.m. in the Curtis H. Creech Memorial Boardroom, Outer Banks Visitors Bureau, 1 Visitors Center Circle, Manteo NC.

Mr. Charalambous moved to adjourn. Ms. Weston seconded. There was no discussion and the motion passed unanimously.

The meeting was adjourned at 10:30 a.m.

ATTESTED:



Secretary, Dare County Tourism Board

A RESOLUTION AUTHORIZING THE DARE COUNTY TOURISM BOARD TO ENGAGE IN ELECTRONIC PAYMENTS AS DEFINED BY NORTH CAROLINA GENERAL STATUE 159-28

WHEREAS, it is the desire of the Dare County Tourism Board that the Outer Banks Visitors Bureau is authorized to engage in electronic payments as defined by North Carolina General Statute 159-28

WHEREAS, it is the responsibility of the Finance Officer to adopt a written policy outlining procedures for use, to include pre-auditing requirements, by means of electronic payments in accordance to North Carolina Administrative Code 20 NCAC 03.0409;

WHEREAS, it is the responsibility of the Finance Officer to adopt a written policy outlining procedures for disbursing public funds by electronic transaction as required by North Carolina Administrative Code 20 NCAC 03.0410;

NOW, THEREFORE, BE IT RESOLVED, by the Dare County Tourism Board that:

Section 1. Authorizes the Outer Banks Visitors Bureau to engage in use of electronic payments as defined by North Carolina General Statute 159-28;

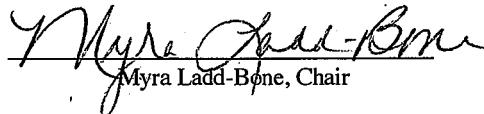
Section 2. Authorizes the Finance Officer to prepare and present a written policy to be approved by the Dare County Tourism Board outlining procedures for use, to include preaudit requirements and ensure compliance with North Carolina Administrative Code 20 NCAC 03.0409;

Section 3. Authorizes the Finance Officer to prepare and present a written policy to be approved by the Dare County Tourism Board outlining procedures for disbursing public funds by electronic transaction to ensure compliance with North Carolina Administrative Code 20 NCAC 03.0410; and


NOW, THEREFORE, BE IT FURTHER RESOLVED, by the Dare County Tourism Board this resolution shall take effect immediately upon its passage.

ADOPTED THIS 19th DAY of APRIL 2018, by the Dare County Tourism Board.

DARE COUNTY TOURISM BOARD


Myra Ladd-Bone, Chair

ATTEST:


Tonia Cohen, Secretary



THE ELIZABETHAN GARDENS, INC.

BOARD OF GOVERNORS

Linda Davenport
Chairman

Gail Reynolds
Vice Chairman

Betsy Brown
Secretary

Kathryn Fagan
Treasurer

Gail Hill
President, GCNC

Teresa Crozier

Sarah Johns

Sarah Ivey

Sandie Markland

Linda McLendon

Neil Songer

Marjorie Way

Patti Hutaff
Member Emeritus

Carl Curnutte
Executive Director

March 26, 2018

Diane Bognich
Finance Officer
Outer Banks Visitors Bureau
One Visitors Center Circle
Manteo, NC 27954


Dear Diane and the Outer Banks Visitors Bureau,

Thank you for your support of this grant funding. The past support of this grant has helped The Elizabethan Gardens to grow this event into a successful endeavor that will continue for many years to come. Thank you! Thank you!

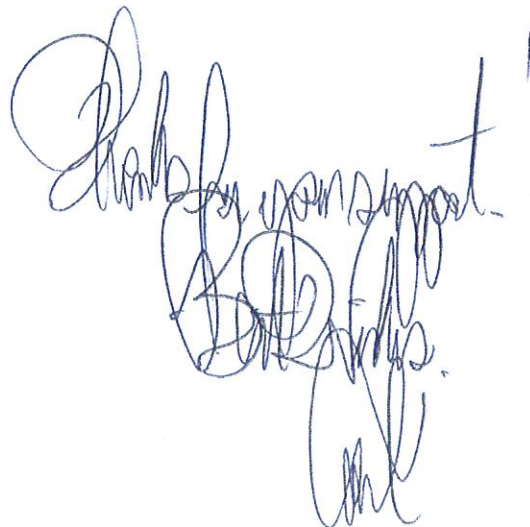
We applaud the work of the Outer Banks Visitors Bureau and thank you for allowing us to be part of the grants program over the years.

If you have any questions please let me know as I would be happy to assist.

Sincerely,


Carl V. Curnutte III
Executive Director

Enclosures



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THE ELIZABETHAN
GARDENS

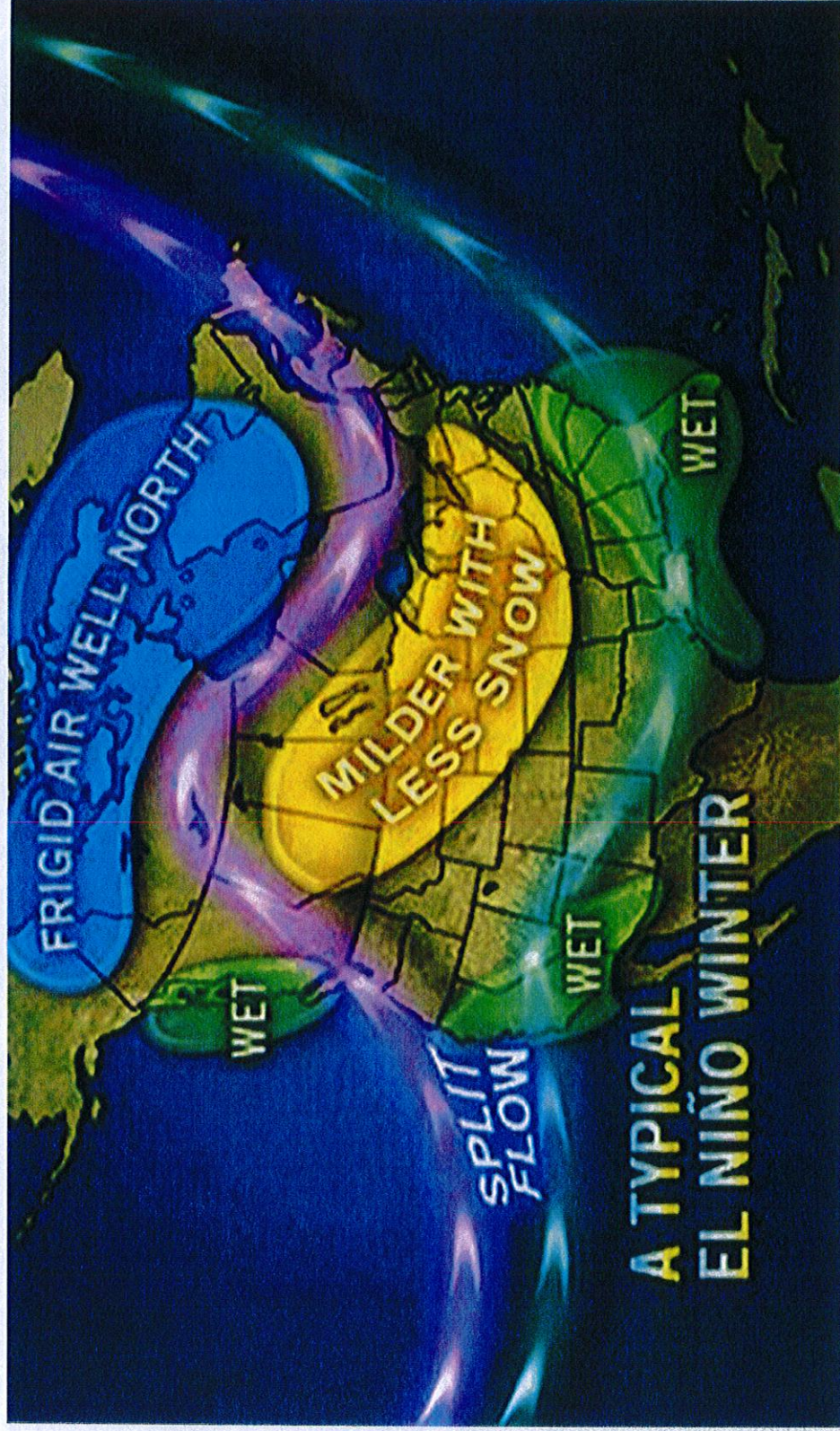
2017-2018 Winter Lights



WinterLights

2017-2018

Weather Issues



El Niño Effects Weather



2017-2018 Winter Lights

- Had scheduled 35 Nights of Lights
- Winter Lights had 12 rain out cancellations (Closed).
- Hosted 23 Nights of Lights
- NO dates in January due to rain or snow.

Weather Issues

| | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 |
|-------------------|-------|------|------|------|------|------|------|------|
| Total Attendance | 5,629 | 5871 | 4368 | 4823 | 3585 | 3445 | 3371 | 1275 |
| Percentage Change | -4% | 34% | -9% | 34% | 4% | 2% | 162% | 100% |

-4 % Attendance Increase

| | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 |
|------------------|-------|-------|-------|-------|-------|-------|-------|
| Virginia | 889 | 719 | 739 | 576 | 548 | 413 | 589 |
| North Carolina | 3,796 | 4,286 | 3,074 | 3,699 | 2,550 | 2,550 | 2,482 |
| All Other States | 944 | 866 | 555 | 548 | 487 | 482 | 300 |
| | 5,629 | 5,871 | 4,368 | 4,823 | 3,585 | 3,445 | 1,275 |

7 Year Comparisons



2017-2018 Winter Lights

Had scheduled 35 Nights of Lights- 1 Night Outer Banks Hospital
12 Rain Outs

Hosted 23 Days of Lights – Last Year 22 Nights of Lights

2015 Average Nightly Attendance 242 Guests

2016 Average Nightly Attendance 266 Guests

2017 Average Nightly Attendance 245 Guests

Not Counting 83 Attending Ladies Nights/ 64 Paying Dogs/ 10 Santa Visits

Average Nightly Attendance

**NORTH
CAROLINA**

2011

2012

2013

2014

2015

2017

95 NE Eastern

2276

2235

2226

3467

2555

2876

Rest of NC

206

315

324

232

519

578

North Carolina Attendance Growing West of I-95

| STATE | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 |
|---------------------------|------|------|------|------|------|------|------|
| DC - District of Columbia | 49 | 57 | 10 | 64 | 0 | 4 | 0 |
| DE - Delaware | 49 | 27 | 13 | 4 | 14 | 5 | 19 |
| FL - Florida | 54 | 31 | 22 | 22 | 24 | 41 | 0 |
| GA - Georgia | 16 | 13 | 2 | 8 | 9 | 7 | 32 |
| HI - Hawaii | 0 | 1 | 0 | 0 | 0 | 0 | 2 |
| KY - Kentucky | 14 | 14 | 6 | 6 | 4 | 2 | 13 |
| LA - Louisiana | 4 | 0 | 0 | 0 | 0 | 0 | 4 |
| MA - Massachusetts | 13 | 14 | 12 | 2 | 8 | 2 | 4 |
| MD - Maryland | 177 | 145 | 151 | 75 | 63 | 68 | 69 |
| ME - Maine | 6 | 2 | 0 | 2 | 2 | 0 | 2 |
| MI - Michigan | 8 | 20 | 6 | 2 | 10 | 69 | 21 |
| NJ - New Jersey | 53 | 48 | 45 | 39 | 41 | 41 | 27 |
| NY - New York | 84 | 28 | 44 | 49 | 33 | 16 | 26 |
| OH - Ohio | 66 | 63 | 29 | 44 | 37 | 30 | 14 |
| PA - Pennsylvania | 201 | 201 | 89 | 96 | 124 | 70 | 59 |
| SC - South Carolina | 23 | 29 | 24 | 10 | 2 | 6 | 16 |

- Facebook Targeting
- Pennsylvania in Targeted Areas
- Washington, DC in Targeted Areas

**Increase In Areas and
Why?**


| | 2017 | 2016 | 2015 |
|----------------------|--------------------|---------------------|---------------------|
| Admissions | \$49,285.00 | \$46,392.000 | \$37,066.94 |
| Dinner/Feast | \$2176.17 | \$ 3,194.00 | \$ 2,830.00 |
| Concession | \$1,136.28 | \$ Food Truck | \$ 726.00 |
| Sponsorships | \$7,870.00 | \$ 8,750.00 | \$ 8,000.00 |
| Advertising Rev | \$300.00 | \$ 0 | \$ 300.00 |
| Grant Revenue | \$15,000.00 | \$ 15,000.00 | \$ 15,000.00 |
| Total Revenue | \$76,049.45 | \$ 73,336.00 | \$ 64,422.94 |

Total Event Revenue 2017- 2018

| | 2017 | 2016 | 2015 |
|-----------------------|--------------------|--------------------|--------------------|
| • Decorations/Rentals | \$18,074.34 | \$17,859.34 | \$18,344.96 |
| • Advertising | \$7,253.75 | \$6,117.72 | \$8,280.15 |
| • Opening Night | \$740.47 | \$1,105.13 | \$1,324.51 |
| • Dinner/Feast | \$480.87 | \$1,554.22 | \$1,697.72 |
| • Concession | \$366.25 | \$0 | \$588.82 |
| • Labor | \$14,949.44 | \$15,253.89 | \$6,442.03 |
| • Entertainment | \$2,430.00 | \$1,605.00 | \$1,740.00 |
| Total Expenses | \$44,295.12 | \$43,495.30 | \$38,418.19 |

Total Event Expenses

2017-2018



| | 2017 | 2016 | 2015 |
|----------------|-------------|-------------|--------------|
| Total Revenue | \$76,049.45 | \$73,336.00 | \$64,422.94 |
| Total Expenses | \$44,295.12 | \$43,495.30 | \$ 38,418.19 |
| Net Revenue | \$31,754.33 | \$29,840.70 | \$26,004.75 |

Total Net Event Revenue

2017-2018

| | December 2010 | December 2011 | December 2012 | December 2013 | December 2014 | December 2015 | December 2016 | December 2017 |
|-----------------------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|-----------------|------------------|
| Ordinary Income/Expense | | | | | | | | |
| Income | | | | | | | | |
| 4600 · Retail revenue | | | | | | | | |
| 4610 · Gift Shop Sales | 3,657.31 | 8,118.08 | 8,461.55 | 9,476.96 | 10,829.72 | 10,771.20 | 9,305.64 | 9,665.14 |
| 4620 · Plant sales | | | | | | | | |
| Income | 431.33 | 1,080.15 | 933.20 | 793.69 | 431.04 | 774.97 | 511.58 | 436.74 |
| Total 4600 · Retail revenue | 4,088.64 | 9,198.23 | 9,394.75 | 10,270.65 | 11,260.76 | 11,546.17 | 9,817.22 | 10,101.88 |
| Total Income | 4,088.64 | 9,198.23 | 9,394.75 | 10,270.65 | 11,260.76 | 11,546.17 | 9,817.22 | 10,101.88 |

December Gift Shop Sales

8 Years

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|--|------------------|-----------------|------------------|------------------|------------------|------------------|------------------|
| Total Income | 26,708.60 | 35,132.25 | 40,337.54 | 49,834.50 | 49,422.94 | 58,336.00 | 61,049.45 |
| Total 6121 - WinterLights Dev Expenses | 10,213.22 | 33,271.44 | 23,380.22 | 28,628.72 | 23,418.19 | 28,495.30 | 29,295.12 |
| Net Ordinary Income | 16,495.38 | 1,860.81 | 16,957.32 | 21,205.78 | 26,004.75 | 29,840.70 | 31,754.33 |
| 9010 - Grant - OBVB | | | | | | | |
| WinterLights | 24,484.98 | 20,000.00 | 9,996.72 | 11,229.30 | 15,000.00 | 15,000.00 | 15,000.00 |
| Total Other Expense | 24,484.98 | 20,000.00 | 9,996.72 | 11,229.30 | 15,000.00 | 15,000.00 | 15,000.00 |
| Net Income | 17,010.40 | 1,860.81 | 16,957.32 | 21,205.78 | 26,004.75 | 29,840.70 | 31,754.33 |

WinterLights 7 Year Plan



Guests Attendance

- 2017- 38 Guests
- 2016- 53 Guests
- 2015- 58 Guests
- 2014- 27 Guests
- 2013- 61 Guests
- 2012- 15 Guests
- 2011- 31 Guests

Dinner With Santa

| | 2017 | 2016 | 2015 |
|--------------|------------|------------|------------|
| • Revenue | \$1,233.14 | \$1,685.00 | \$1,927.00 |
| • Expenses | \$312.43 | \$ 923.65 | \$1,104.21 |
| • Net Profit | \$920.71 | \$ 761.35 | \$ 822.79 |

Dinner With Santa



- **Holiday Feasts 2016**

- Number of Guests 44

- **Holiday Feasts 2015**

- Number of Guests 57

- **Holiday Feasts 2014**

- Number of Guests 31

- **Holiday Feast 2017**

- Number of Guests 25

Holiday Feast

| | 2017 | 2016 | 2015 |
|--------------|----------|------------|----------|
| • Revenue | \$943.03 | \$1,509.00 | 855.00 |
| • Expenses | \$120.53 | \$ 630.57 | 593.51 |
| • Net Profit | \$822.50 | \$ 878.43 | \$261.49 |

Holiday Feast 2017

| | |
|--|-----------------------------|
| Advertising | |
| Radio Ads | \$ 1,500.00 |
| Magazines & Print Ads | |
| Milepost Mag. | \$ 550 |
| North Beach Sun | \$457.60 |
| CoastlandTimes | \$90.20 |
| OBX Sentinell | \$480.50 |
| Poster Printing (local) | \$ 118 |
| Pocket Cards (local) | \$202.20 |
| Peachjar | \$175.00 |
| Pilot Media | \$607.27 |
| One Boat Guide(Narayana) | \$ 890.00 |
| E-mail Blast 12,000 | Free |
| Event Cards Mailed 40,000 | Free |
| Facebook | 0 (operating Acct) |
| Posters | \$47.92 |
| Ticket Printing | \$298.33 |
| Campaign Signs | \$ 0 |
| Poster/Brochure Distribution (begun Aug. 2015) | Free (TEG operating budget) |
| TOTAL EXPENSES | \$7119.02 |

Marketing Plan 2017-2018

- Guests Survey
- What would you like to see as part of WinterLights?
 - Knowing what restaurants are open and will be open.
 - Add more music
 - More Indoor Space with displays.
- How did you hear of WinterLights?
 - OBVB Website
 - Ad in Newspaper
 - Gardens Website
 - Facebook
- Adding more Workshops
- New 16th Century Gingerbread Characters
- Enhanced Laser Lights

New for 2017-2018