

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, APRIL 20, 2023
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

Tim Cafferty, Chairman; Monica Thibodeau, Vice Chair; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; David Hines, Secretary; Mark Ballog, Gray Berryman, Tod Clissold, Tonia Cohen, Richard Hess, Leo Holland, Dennis Robinson, Mike Siers, and Jay Wheless, Legal Counsel.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Lorrie Love, Tourism Sales and Events Manager
Stephanie Hall, Senior Content Coordinator

OTHERS ATTENDING: Luke Halton, The OBX Way

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. Holland moved to approve the agenda. Second by Ms. Thibodeau. There was no discussion. The motion passed unanimously (13-0).

APPROVAL OF MINUTES: Mr. Siers moved to approve the meeting minutes from March 23, 2023 meeting. Second by Mr. Hess. There was no discussion. The motion passed unanimously (13-0).

PUBLIC COMMENTS: There were no comments made. No written comments were received.

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 5.28% compared to 2021-2022 actual receipts.

PROPOSED BUDGET FOR FISCAL YEAR 2023-2024: Diane Bognich reviewed the proposed budget for Fiscal Year 2023-2024 (on file).

Following discussion, Mr. Holland moved to set the Public Hearing for Fiscal Year 2023-2024 at 9:15 a.m. on Wednesday, May 24, 2023 at the Outer Banks Visitors Bureau Administrative Offices. Second by Mr. Hess. There was no discussion. The motion passed unanimously (13-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Reviewed the auction of surplus personal property at the former Pamlico Jacks.
- Noted an upcoming industry partner webinar with Key Data on April 26, 2023.
- Presented data on spring travel(on file).
- Mission mixer with the area non-profits and Community Foundation.
- Reviewed the marketing dashboard and visitation at area attractions. The Board discussed the role of social media and booking windows and pricing, including inflation, in vacation planning. They also discussed bookings, which look to be returning to pre pandemic levels.

Ms. Ingram left at 9:50 a.m.

Lorrie Love asked members to send any specials or packages they were offering to visitors to post on the website, and upcoming events at the Event Site. She also reviewed media missions on behalf of Aaron Tuell.

LONG RANGE TOURISM MANAGEMENT PLAN UPDATE: Cassandra McAuley and Shelly Green reviewed the progress of the final draft recommendations of the Long-Range Tourism Management Plan (presentation on file). The final plan will be presented to the full Board on May 24, 2023 with a public presentation the evening of May 24th.

Ms. Thibodeau moved to enter closed session pursuant to NCGS 143-318.11 (a) (5) (ii) To establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating the amount of compensation and other material terms of an employment contract or proposed employment contract. Second by Mr. Siers. There was no discussion. The motion passed unanimously (13-0).

The meeting entered closed session at 10:20 a.m.

The meeting resumed open session at 10:32 a.m. Legal Counsel noted that the terms of the Executive Director's contract had been established and new contract was to be signed forthwith.

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

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

BOARD MEMBER COMMENTS:

Mr. Berryman noted that the inventory of homes for sale remained strong.

Mr. Ballog noted Soft Shell Crab week and the various specials that will appear on the participating restaurant menus.

Mr. Siers noted work on the repaving efforts in the Town of Nags Head.

Mr. Hess commented that the variation of Spring Break dates for schools seemed to help spread visitation out.

Ms. Cohen noted the return of senior and group travel.

Ms. Thibodeau noted public works project going on in the Town of Duck.

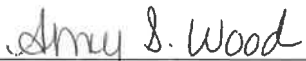
Mr. Holland noted beach nourishment progress and a pending discussion on traffic management in the town during the summer.

Mr. Clissold noted the new social district in downtown Manteo.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Wednesday, May 24, 2023 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:42 a.m.

ATTESTED:



Clerk, Dare County Tourism Board