

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, APRIL 28, 2022
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Tim Cafferty, Chair; Monica Thibodeau, Vice Chair; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; Mark Ballog, Gray Berryman, Bambos Charalambous, Leo Holland, David Hines, Bobby Owens, Dennis Robinson, and Jay Wheless, Legal Counsel.

Via GoToMeeting: Mike Siers

EXCUSED ABSENCE: Jamie Chisholm, Secretary.

STAFF (in person):

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

OTHERS ATTENDING:

Via GoToMeeting: None.

In-Person: Mary Helen Goodloe Murphy, Outer Banks Scenic Byways; Elizabeth Morey, Mayor, and Cliff Ogburn, Town Manager, Town of Southern Shores; Charlotte Walker, Councilwoman, and Andy Stewart, Town Manager, Town of Kitty Hawk; Chuck Still, Executive Director, The Lost Colony; Philip Ruckle, The Coastland Times.

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 Mr. Charalambous. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0)

APPROVAL OF MINUTES: Ms. Thibodeau moved to approve the meeting minutes from March 17, 2022 meeting. Second by Ms. Ingram. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

PRESENTATION: Southern Shores Town Manager Cliff Ogburn presented results of a traffic study conducted within the town limits (attachment A) and discussed potential measures the town could take to reduce the impact of traffic on residential streets. Mayor Morey played a traffic messaging video the Town produced.

PUBLIC COMMENTS: Chuck Still, Executive Director of The Lost Colony introduced himself and provided an overview of the upcoming season at the theater. There were no written comments received.

CHAIR/STEERING COMMITTEE REPORT: The Board watched a short video describing the Wright Brothers Tribute Museum, then Town of Kitty Hawk Councilwoman Charlotte Walker spoke about the project, from timing and funding to programming and if the welcome function would still exist, and if so, who would build the welcome center.

Lee Nettles reviewed the recommended long-term unappropriated grant award in the amount of \$200,000.00 to help construct phase 1 of 4.41 miles of multi-use path along NC 12, noting the County is seeking a national grant to cover the remaining amount for this phase.

Mr. Bateman moved to approve the long-term unappropriated grant award to the Outer Banks Scenic Byways in the amount of \$200,000. Second by Mr. Robinson. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

Lee Nettles reviewed the Tourism Impact Grant extension request from the Town of Kill Devil Hills. Mr. Charalambous moved to approve the extension to June 30, 2023 for the Town of Kill Devil Hills. Second by Ms. Thibodeau. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2021-2022 are up 18.51% compared to 2020-2021 actual receipts.

FISCAL YEAR 2022-23 PROPOSED BUDGET: Diane Bognich reviewed the proposed budget for Fiscal Year 2022-2023. The Chair noted the COLA, then asked if there had been a recent pay study (noting the last study is about 10 years old). The Board discussed COLA and performance pay, and asked staff to gather information/costs for a salary study before calling a personnel committee meeting.

Ms. Thibodeau moved to set the Public Hearing for Fiscal Year 2022-2023 Budget for May 19, 2022 at 9:15 a.m. at the Outer Banks Visitors Bureau Administrative Offices. Second by Mr. Charalambous.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles gave an overview of the marketing strategic direction for Fiscal Year 2022-2023 (attachment B) and noted that staff was prepared to select a firm for long range planning. He then gave a briefly touched on groups travelling to the Outer Banks, events, and recent media coverage.

OLD BUSINESS: Lee Nettles reviewed the previous actions of the Board, allowing staff to move forward with a partner to apply for the PARTF grant. To apply, the County must show either ownership or legal interest in the boardwalk. Legal Counsel has drafted an easement showing that legal interest for 25 years and a Memorandum of Understanding that the Board/Bureau will pay for construction and maintenance of the boardwalk and surrounding area.

Mr. Bateman moved to grant the Chair and Executive Director to negotiate any edits, approve and execute the easement and Memorandum of Understanding with the County. Second by Mr. Holland. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

Lee Nettles and Jay Wheless reviewed the opinion from Parker Poe regarding the Board's enabling legislation and using restricted fund monies to build (and/or manage) an event center. The opinion was favorable, stating that the enabling legislation supported the use of the restricted fund for building and/or managing an event center.

NEW BUSINESS: The Board reviewed Resolution 2022-2, *Supporting Construction of the Mid Currituck Bridge and Its Continued Inclusion in the State of North Carolina Transportation Improvement Plan* (attached document are incorporated herewith and are hereby made a part of these minutes).

Mr. Charalambous moved to adopt Resolution 2022-2. Second by Ms. Thibodeau. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

Mr. Holland noted that the Town of Southern Shores filed an amicus brief, noted other towns were signing onto the brief, and asked if the Tourism Board would sign on as well. The Board discussed what would be involved and what costs would be incurred. The Board reached consensus to let legal counsel review the brief and report back to the Steering Committee and allow Steering Committee to make the decision.


The Chair asked if the Board wanted a resolution in support of the Wright Brothers Tribute Museum. While many of the members felt the museum was a good idea, there were still too many unknowns about the welcome center function to decide on a resolution at this time. This matter will come back to the Board at later meetings.

BOARD MEMBER COMMENTS: There were no Board member comments.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meetings are scheduled for 9:00 a.m. on Thursday, May 19, 2022 and Thursday, June 30, 2022 in the Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC (virtual and in-person options available).

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 11:01 a.m.

ATTESTED:



Clerk, Dare County Tourism Board