

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, APRIL 18, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Monica Thibodeau, Chair; Tod Clissold, Treasurer; Dennis Robinson, Assistant Treasurer; Tonia Cohen, Secretary; Mark Ballog, Terry Gray, John Head, Richard Hess, Wally Overman, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: David Hines, Vice Chair; Mark Batenic, Tess Judge, and Mike Siers.

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
Jeff Schwartzenburg, Community Engagement Manager
Aaron Tuell, Public Relations Manager

OTHERS ATTENDING: Dave Hallac, Superintendent; and Mike Barber, Public Affairs Officer, National Parks of Eastern North Carolina; John DeLucia, Albemarle & Associates; James Eaton, Outer Banks Sailing Association; and Katie Morgan.

The meeting was called to order at 9:01 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

APPROVAL OF AGENDA: Mr. Gray moved to approve the agenda. Second by Mr. Head. There was no discussion. The motion passed unanimously (9-0).

APPROVAL OF MINUTES: Mr. Head moved to approve the meeting minutes from March 21, 2024 meeting. Second by Mr. Batenic. There was no discussion. The motion passed unanimously (9-0).

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

PRESENTATIONS: Superintendent Hallac presented a Year in Review for the National Parks (on file).

Mr. Overman moved to add a closed session pursuant to NCGS 143.318.11 (a)(3) to preserve the attorney client privilege in the administrative proceeding before the North Carolina Coastal Resources Commission, specifically regarding permitting and variances concerning the boardwalk at the Soundside Event Site in Nags Head. Second by Mr. Head. There was no discussion. The motion passed unanimously (9-0).

Mr. Hess moved to enter the closed session pursuant to NCGS 143.318.11 (a)(3) to preserve the attorney client privilege. Second by Mr. Gray. There was no discussion. The motion passed unanimously (9-0).

The meeting entered into closed session at 9:39 a.m.

The meeting resumed open session at 10:18 a.m. Legal Counsel noted there was no action taken to report from the Closed Session.

STEERING COMMITTEE: James Eaton spoke to the Board about the Outer Banks Sailing Association, their membership, work with the high school sailing teams, events, and their request to build and maintain boat storage racks on the event site. The Board, Staff, and Legal Counsel discussed the proposal. Following discussion, the Board asked Staff to gather more information and bring the matter back to the Board.

BUDGET AND FINANCE REPORT: Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 were up .41 % compared to 2022-2023 actual receipts.

Diane Bognich reviewed the proposed budget for Fiscal Year 2024-2025. The proposed budget is based on a 4% increase in revenues over the Fiscal Year 2023-24 budget. Highlights include a 4% increase in marketing and promotions, \$225,000 for initiatives in the Long Range Tourism Management Plan, and additional funding to the Fireworks Grant line item.

Following the review of the proposed budget, Mr. Overman moved to set a Public Hearing for the proposed Fiscal Year 2024-2025 Budget on May 16th with the time and location to be determined. Second by Mr. Hess. There was no discussion. The motion passed unanimously (9-0).

OUTER BANKS VISITORS BUREAU UPDATES:

Lee Nettles gave a brief overview of the marketing efforts and results.

Lorrie Love noted that there were 30 restaurants [as of the meeting date] participating in Soft Shell Crab week, and her upcoming Tourism Sales familiarization tour.

Aaron Tuell reviewed recent and upcoming appearances on the Hampton Roads show, and other public relations efforts.

Jeff Schwartzberg reviewed the recent Long Range Tourism Management Plan Special Committee meeting. The Special Committee reached consensus to present the final draft of the Outer Banks Promise [attached] to the Board. Following the Board's review, Mr. Robinson moved to adopt the Outer Banks Promise. Second by Mr. Hess. There was no discussion. The motion passed unanimously (9-0).

Mr. Overman left at 11:25 a.m.

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

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

BOARD MEMBER COMMENTS: There were no Board Member Comments made.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, May 16, 2024 at 10:00 a.m. at the Graveyard of the Atlantic Museum, Hatteras NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 11:27 a.m.

ATTESTED:



Clerk, Dare County Tourism Board