

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, DECEMBER 14, 2023  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

Tim Cafferty, Chairman; Ivy Ingram, Assistant Treasurer; David Hines, Secretary; Mark Ballog, Gray Berryman, Tod Clissold, Tonia Cohen, Richard Hess, Leo Holland, Dennis Robinson, and Mike Siers.

**EXCUSED ABSENCE:** Monica Thibodeau, Vice Chair; and Ervin Bateman, Treasurer.

**STAFF:**

Lee Nettles, Executive Director  
Diane Bognich, Director of Administration  
Amy Wood, Clerk to the Board/Administrative Specialist  
Jeff Schwartzberg, Community Engagement Manager  
Aaron Tuell, Public Relations Manager  
Gitzelle Enciso-Ramirez, Marketing Intern

**OTHERS ATTENDING:** Philip Ruckle, *The Coastland Times*; Luke Halton, 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 Mr. Siers. There was no discussion. The motion passed unanimously (11-0).

**APPROVAL OF MINUTES:** Mr. Holland moved to approve the meeting minutes from November 16, 2023 meeting. Second by Mr. Hess. There was no discussion. The motion passed unanimously (11-0).

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

**CHAIRMAN'S/STEERING REPORT:** The Chair noted the recent visit by The Wall That Heals.

**BUDGET AND FINANCE REPORT:** Ms. Ingram reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 were up 3.98 % compared to 2022-2023 actual receipts.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles:

- Showed two new videos that are a part of the Raw OBX campaign
- Noted that the training burn for the former Pamlico Jacks is scheduled for later January 2024
- Reviewed the marketing dashboard. Visitation numbers will be sent out at a later time.

Jeff Schwartzberg noted work with Community Engagement and that the Long Range Tourism Management Plan Special Committee would meet on January 10, 2024.

Lee Nettles reported on recent tourism sales marketplaces and events at the Soundside Event Site.

Aaron Tuell reviewed recent media efforts with television, print, and influencers, his visit to the North Carolina Call Center, which answers calls for vacation information and travel information for the entire state. He also noted that the Bureau won a gold award at the recent North Carolina Travel Industry Association meeting.

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

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

**CHAIRMAN'S REMARKS:** The Chair remarked on his time on the Board and thanked outgoing Board members for their service on the Tourism Board.

**BOARD MEMBER COMMENTS:** Board members noted happenings in their towns or organizations and thanked one another for their service on the Tourism Board.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, January 18, 2024 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 10:07 a.m.

**ATTESTED:**

*Amy S. Wood*

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Clerk, Dare County Tourism Board