

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, OCTOBER 17, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Monica Thibodeau, Chair; David Hines, Vice Chair; Tod Clissold, Treasurer; Mark Ballog, Mark Batenic, Terry Gray, John Head, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Dennis Robinson, Assistant Treasurer; Tonia Cohen, Secretary; Richard Hess, Wally Overman, and Tess Judge.

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

OTHERS ATTENDING: Wendy Hoekwater; Luke Halton, OBXWay; and James Kahle, Kitty Hawk Kites.

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. Siers. There was no discussion. The motion passed unanimously (8-0).

APPROVAL OF MINUTES: Mr. Head moved to approve the meeting minutes from September 19, 2024 meeting. Second by Mr. Batenic. There was no discussion. The motion passed unanimously (8-0).

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

CHAIR'S REMARKS: The Chair noted supporting the counties in western North Carolina through visitation as folks could. She also noted upcoming events.

BUDGET AND FINANCE REPORT: Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were up .38% compared to 2023-2024.

OUTER BANKS VISITORS BUREAU UPDATES:

Lee Nettles noted:

- upcoming meetings and events
- the upcoming memorial service for Theresa Armendarez, Director at the Elizabethan Gardens
- dashboard and visitation statistics

Jeff Schwartzberg reviewed the Long Range Tourism Management Plan Special Committee meeting, attendance at the Tourism Cares 2024 Meaningful Travel Summit, and upcoming presentations, and conferences.

Lorrie Love provided more details on the upcoming Tourism Summit [November 7, 2024] and noted that the 2025 Travel Guide had sold out of advertising space.

Aaron Tuell noted appearances on the Hampton Roads Show, the upcoming release of the volunteerism video series, and future plans to work with UNCTV for an Outer Banks holiday show.

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

NEW BUSINESS: The Board reviewed Resolution 2024-1, Dare County Tourism Board Resolution Supporting Reinstitution Of The Area Of Environmental Concern Designation For Jockey's Ridge State Park (attached documents are incorporated herewith and are hereby made a part of these minutes). Board members discussed the reasoning for the resolution. Jay Wheless offered grammatical changes.

Following the discussion, Mr. Hines moved to approve with edits from Legal Counsel, the Executive Director, and Board Clerk. Second by Mr. Gray. There was no further discussion. The motion passed unanimously (8-0).

BOARD MEMBER COMMENTS: The Chair noted an award from the National Chapter of Planners for the Town's work on Highway 12.

Mr. Batenic announced that work would begin soon to replace a bridge on Trinity Road, and encouraged the Bureau and rental agencies to promote different check in/check out days (Friday to Friday for example).

Mr. Head noted donations from Realtor Associations to Western North Carolina.

Mr. Ballog announced the dates for the 2025 Taste of the Beach as April 4-6 and events for the upcoming holidays.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, November 21, 2024 at 9:00 a.m. at the Curtis H. Creech Boardroom, Outer Banks Visitors Bureau Administrative Offices, One Visitors Center Circle, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:11 a.m.

ATTESTED:

Amy S. Wood

Clerk, Dare County Tourism Board