

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, OCTOBER 19, 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, Leo Holland, Dennis Robinson, and Mike Siers, and Jay Wheless.

EXCUSED ABSENCE: Richard Hess.

STAFF:

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

OTHERS ATTENDING: Dave Hallac, Superintendent, Outer Banks Group, National Park Service; Shari Fiveash, Room in the Inn; Randy Fiveash.

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 (12-0).

APPROVAL OF MINUTES: Ms. Thibodeau moved to approve the meeting minutes from September 21, 2023 meeting. Second by Mr. Holland. There was no discussion. The motion passed unanimously (12-0).

PUBLIC COMMENTS: Superintendent Hallac provided updates on activities within the Cape Hatteras National Seashore, including remediation efforts at the old Coast Guard base area in Buxton, progress with threatened structures in Rodanthe, bike path progress, and Cape Hatteras Lighthouse renovation contract awarded.

CHAIRMAN'S/STEERING REPORT: The Chair updated the Board on the Long Range Tourism Management Plan (LRTMP) Special Committee progress. Over 100 applications had been received for the seats on the committee.

CHAIRMAN’S/STEERING REPORT (continued):

Lee Nettles reviewed the Tourism Impact Grant requests and evaluation process, noting that the Steering Committee found the application from Outer Banks Room In the Inn did not meet the Tourism Impact Grant guidelines, and that a portion of the request from Network for Endangered Sea Turtles was not applicable according to the guidelines.

Following the review, Ms. Ingram moved to award the following Tourism Impact Grant Award:

Organization	Project	Project Amount	Recommended Award
Chicamacomico Historical Association	1874 Life-Saving Station Restoration	\$158,775.00	\$115,000.00
Duck (Town of)	Duck Town Park Performance Space Improvements	\$13,549.00	\$13,549.00
Elizabethan Gardens	Pathway to Discover	\$80,000.00	\$50,000.00
Frisco Native American Museum	Ecotourism: Destination Nature Trail	\$44,800.00	\$39,300.00
Kitty Hawk (Town of)	Hwy 158 Bypass Multi-Use Path	\$2,000,000.00	\$400,000.00
Nags Head (Town of)	East Epstein Street Sidewalk	\$49,500.00	\$49,500.00
	Governor Street Public Beach Access	\$147,165.00	\$60,477.00
	West Seachase Drive Sidewalk	\$45,150.00	\$45,150.00
Network for Endangered Sea Turtles	Sea Turtle Outreach & Educational Improvements	\$34,688.00	\$2,750.00
North Carolina Aquarium Society	Fish, Filter, Food: The Human-Oyster Connection	\$176,395.00	\$121,845.00
Outer Banks Community Foundation	Community Terrace at the OB Center for Nonprofits	\$153,093.92	\$85,000.00
Outer Banks Forever	Accessible Public Restrooms and Showers at Lighthouse Beach	\$383,010.27	\$125,000.00
Roanoke Island Festival Park	Raised Concrete Loading Dock	\$100,000.00	\$75,000.00
Southern Shores (Town of)	Walking Path on W. Highway 12	\$278,196.14	\$118,855.00
Surf Pediatrics Foundation	Everyone's Playground @ KHES	\$767,683.20	\$282,963.00
<i>Total Recommended Award Amount</i>			<i>\$1,584,389.00</i>

Second by Mr. Holland. There was no discussion. The motion passed unanimously (12-0).

BUDGET AND FINANCE REPORT: Ms. Ingram reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 are up 3.67% compared to 2022-2023 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles noted:

- Renovations in the marketing area were wrapping up
- Upcoming Tourism Summit on November 2
- Holiday events and the OBXmas.org launch
- A meeting with Outer Banks Association of REALTORS® in November
- Reviewed the marketing dashboard and visitation numbers. The Board discussed the use of social media in attracting visitors.

Jeff Schwartzberg reviewed his work with the community and the LRTMP.

Lorrie Love noted recent and upcoming group sales missions and events. She reminded the Board of the 12 Bars of Christmas theme and encouraged accommodation providers to partner with the participating restaurants to offer packages.

Aaron Tuell reviewed recent press coverage and media missions.

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

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

BOARD MEMBER COMMENTS: Mr. Bateman thanked the Board for their acknowledgement of the Tobin family.

Mr. Berryman noted house sales were down from September.

Mr. Clissold noted the kick off of Bluegrass Festival in Manteo.

Mr. Siers thanked the Board for the grant awards to the Town of Nags Head.

Mr. Ballog provided more details on the 12 Bars of Christmas and encouraged other business to participate, even if they are not restaurants.

Ms. Ingram noted the State of the Child conference (to be held in March) and encouraged local business employees to participate in interviews to discuss child care needs.

Ms. Cohen noted that hotels were currently up and hoped the good weather will continue.

Ms. Thibodeau reviewed the Duck Jazz Festival and upcoming road work in the town.

Mr. Holland thanked the Board for the grant award to the town, and noted Southern Shores would hold their Veteran's Day ceremony on November 11.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, November 16, 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 10:35 a.m.

ATTESTED:

Amy Wood

Clerk, Dare County Tourism Board