

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, AUGUST 15, 2019
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Wally Overman, Chair; Myra Ladd-Bone, Vice Chair; Pat Weston, Treasurer; Bambos Charalambous, Assistant Treasurer; Mike Hogan, Secretary; George Banks III, Chuck Burdick, Jamie Chisholm, Webb Fuller, Chris Nason, Bobby Owens, David Pergerson, and Jeff Pruitt.

EXCUSED ABSENCE: Jay Wheless, Legal Counsel

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Lorrie Love, Tourism Sales and Events Manager
Amy Wood, Clerk to the Board/Administrative Specialist

OTHERS: Michael Tillet, Richard Quidley, and Sara Hole, OBX Rod and Custom/Garage Band Charities; Bill Coleman, The Lost Colony; Dave Hallac, Superintendent, Outer Banks Group, National Park Service; Tonia Cohen, Days Inn.

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: Ms. Weston moved to approve the agenda. Ms. Ladd-Bone seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Burdick moved to approve the meeting minutes from June 20, 2019 and July 18, 2019. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

OBX Rod and Custom [Car Show]/Garage Band Charities reviewed the rod and custom car show held in May at the event site and presented the Board with a plaque and thanked the Board for their support.

PUBLIC COMMENTS: Superintendent Hallac reported on visitation, the growth of turtle nests along the seashore, and a November 2 event to celebrate the history of surf fishing in the Outer Banks.

Bill Coleman noted there were eight shows left for this season's Lost Colony production, noting that "Virginia Dare" night when local infants portray Virginia Dare would be Saturday, August 17, 2019.

STEERING COMMITTEE REPORT: The Chair and Lee Nettles reviewed the following recommendations from the Steering Committee:

- Continue to dedicate the property's use to serve as an event site—indefinitely, but at the discretion of the Tourism Board
- Establish an advisory group with representatives from the Dare County Tourism Board, Outer Banks Visitors Bureau, Dare County Board of Commissioners, Town of Nags Head, Dare County Commissioners, and three reps from the event development community and/or the public at large. This would be the working group behind further development of the site and serving in an advisory capacity to the Tourism Board.
- Pursue additional boardwalk planning and construction.
- Pursue acquisition of Pamlico Jack's.

The Board discussed appointments to the committee [Staff and Chair will present recommendations to the Steering Committee at a later meeting]; the existing boardwalk and how to tie into that; ropes course lease; timing; and next steps. Mr. Burdick moved to adopt these recommendations. Mr. Charalambous seconded. There was no further discussion and the motion passed unanimously.

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2019-2020 are up 5.98% over 2018-2019 actual receipts. Board members shared their perspective how bookings and restaurants were fairing this summer.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Mini golf course at the Dairy Queen site was demolished and graded. Seeding will take place in the near future.
- Work on the 2020 Travel Guide is underway.
- Continued work with Hoffman York. Several members from the agency will be at the September meeting. The transition is on-going, and reporting will look different.
- Inquiry, Fulfillment, and Visitation numbers. Mr. Fuller questioned the drop in the eblast subscribers. Lee Nettles explained that the bureau switched marketing platforms and culled the list for quality, not quantity of subscribers. There are also plans for updating the website, navigation and user experience testing.

Lorrie Love noted a FAQ eblast she sent to motorcoach contacts regarding the motorcoach fees for National Parks. The fee is not planned to be implemented before April. There will be more to follow on this fee. She also reviewed upcoming marketplaces, FAM tour and the 2020 Tourism Summit, which will be held at the Sanderling Resort in Duck.

Lee Nettles noted the public relations activity and articles resulting from Aaron Tuell's efforts.

Ms. Weston related that she had heard good things about the beach safety jingles.

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

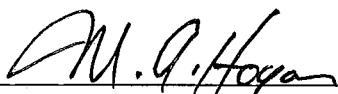
NEW BUSINESS: There was no new business to come before the Board.

BOARD MEMBER COMMENTS: Mr. Pergerson encouraged continued momentum on the boardwalk. The Chair noted the county buildings and old hotel in downtown Manteo would soon be demolished.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, September 19, 2019 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Mr. Burdick moved to adjourn. Ms. Weston seconded. There was no discussion and the motion passed unanimously. The meeting adjourned at 10:11 a.m.

ATTESTED:



Secretary, Dare County Tourism Board