

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, FEBRUARY 20, 2020
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Myra Ladd-Bone, Chair; Jeff Pruitt, Vice Chair; Pat Weston, Treasurer; Ervin Bateman, Assistant Treasurer; Webb Fuller, Secretary; Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Bobby Owens, and Jay Wheless, Legal Counsel.

STAFF:

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

OTHERS: Philip Ruckle, *The Coastland Times*; Chris Sawin, Dare County Arts Council; Elisabeth Silverthorne, Executive Director, Richard Bruce, and Martha Wickre, Outer Banks Food Pantry.

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. Burdick. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Bateman moved to approve the meeting minutes from January 16, 2020. Second by Mr. Holland. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Chris Sawin invited the Board to the groundbreaking ceremony for the courtyard at the Dare Council Arts Council. Elisabeth Silverthorne and Martha Wickre gave an overview of the upcoming Rum Festival to benefit the Food Pantry (information attached).

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2019-2020 are up 4.07% over 2018-2019 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES:

- South Beach Grille Demolition Recommendation: Lee Nettles reviewed the bid for demolition of South Beach Grille. The Board discussed adding an “up to” amount for unforeseen problems. Mr. Bateman moved to spend up to \$60,000.00 for the demolition of the [former] South Beach Grille. Second by Mr. Fuller. There was no further discussion and the motion passed unanimously.
- Lee Nettles reviewed a research study being conducted regarding residents and partners thoughts about tourism currently, and where they see tourism taking the County in the future. Results of the study are expected to be presented at the Tourism Summit in May. The Board discussed if the results would be complete and ready in time for the Summit in May, and suggested groups to include in the survey portion.
- Lee Nettles then reviewed the internet, inquiry, and visitation numbers.

Lorrie Love reviewed sales missions and an upcoming AAA familiarization tour on the Outer Banks.

Aaron Tuell reviewed upcoming media missions and recent press coverage of the Outer Banks.

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

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

BOARD MEMBER COMMENTS: Mr. Holland discussed social media postings regarding ways to get to the Outer Banks faster and how it impacted residential neighborhoods. Mr. Burdick noted information on the progress of the Mid-Currituck Bridge. Ms. Weston noted the positive comments she had received regarding the new Outer Banks television ads.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, March 19, 2020 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Mr. Holland moved to adjourn. Second by Mr. Burdick. There was no discussion and the motion passed unanimously. The meeting adjourned 10:15 at a.m.

ATTESTED:

Secretary, Dare County Tourism Board



Presented by and benefitting:



Ending hunger is as easy as raising your glass!

When:

June 13, 2020 from 4-9p

Where:

The Pavilion at Pirate's Cove Marina
(Manteo, NC)

Why:

To feed our neighbors in need while
increasing tourism in Dare County



What can we expect?

Rum Samples -

Local and International Brands



Food Pairings -

Local and out of area chefs



What can we expect?

Live Music



Special Entertainment



What can we expect?

Speaker Sessions/Cooking Demos



Vendors



It's a WIN – WIN!

Fun, new event catering to visitors in the shoulder season...



While doing good here in our community!



We're looking forward to partnering with you!

The Outer Banks[®]

VISITORS BUREAU