

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, SEPTEMBER 16, 2021  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

**In-Person:** Jeff Pruitt, Chair; Tim Cafferty, Vice-Chair; Ervin Bateman, Treasurer; Monica Thibodeau, Assistant Treasurer; Webb Fuller, Secretary; Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Bobby Owens, and Jay Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Doug Brindley, and Hatteras At Large member

**STAFF (in person):**

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  
Stephanie Hall, Senior Content Coordinator

**OTHERS ATTENDING:**

**In Person:** Hardy Peters, East Coast Sailboats; Dave Hallac, Superintendent, National Parks of Eastern North Carolina, National Park Service, and Philip Ruckle, *The Coastland Times*.

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. Charalambous. There was no discussion. The motion passed unanimously (11-0).

**APPROVAL OF MINUTES:** Ms. Thibodeau moved to approve the meeting minutes from August 19, 2021. Second by Mr. Holland. There was no discussion. The motion passed unanimously (11-0).

**PUBLIC COMMENTS:** Hardy Peters spoke about the potential to have sound access at the Event Site and Harvey St Sound Access for sailboats (presentation attached).

Superintendent Hallac briefed the Board on visitation in the area National Park Service sites, the opening of the southern terminus of the Bonner Bridge as a free fishing pier, renovations at Oregon Inlet Fishing Center, and additional parking at Frisco Beach Access.

**BUDGET AND FINANCE REPORT:** Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 19.36% compared to 2019-2020 actual receipts.

**GRANTS AND LOCAL PUBLIC RELATIONS REPORT:** Ms. Chisholm and Lee Nettles reviewed the Event Grant requests and the work of the committee.

Ms. Chisholm moved to approve the following Event Grant awards.

<b>Organization</b>	<b>Project</b>	<b>Recommended Award</b>
Dare County Arts Council	Artrageous Kids Art Festival 2022	\$7,500.00
	Rock the Cape 2022	\$7,500.00
Dare Co, Restaurant Assoc.	Taste of the Beach 2022	\$25,000.00
Eastern Surfing Assoc, OBXNC District	2022 ESA Mid-Atlantic Regional Surfing Championship	\$12,500.00
Elizabethan Gardens	2021 WinterLights	\$25,000.00
Garage Band Charities	OBX Rod & Custom Festival 2022	\$15,000.00
Hatteras Village Civic Assoc.	Hatteras Village Offshore Open	\$5,000.00
Outer Banks Giving Tree	Outer Banks Jingle Jog & Little Elf Fun Run	\$1,000.00
Town of Manteo	2021 New Year’s Eve Event	\$25,000.00
Town of Nags Head	Dowdy Park Holiday Market	\$16,800.00
<b>TOTAL RECOMMENDED AWARD</b>		<b>\$125,180.00</b>

Second by Mr. Holland. There was no discussion. The motion passed unanimously (11-0).

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles updated the Board on:

- Withdrawal of the Town of Nags Head Conditional Use Permit Application
- New programs on the website to help visitors plan their vacations better
- Marketing Dashboard (which includes website and inquiry numbers) and visitation

Aaron Tuell reviewed the ongoing work with influencers and travel writers, and upcoming and recently released articles about the Outer Banks.

Lorrie Love reported on upcoming events; partner co-ops, and the 2022 Travel Guide and upcoming sales mission shows.

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

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

**BOARD MEMBER COMMENTS:** Mr. Fuller complimented staff on the clean appearance of the event site and asked about the event, sponsored by Clark Twiddy, regarding sustainable tourism and asked if the Visitors Bureau was involved in it. Lee Nettles noted that Clark Twiddy sponsored the study but had not involved the Bureau at this time. Mr. Fuller and Mr. Bateman asked about beach access information on the website and inquired about the possibility of an app for beach accesses. Lee Nettles noted the information was available digitally and will make the information easier to find and use on the website. Ms. Thibodeau asked how the state was faring regarding tourism. Lee Nettles noted that North Carolina was the 5<sup>th</sup> most visited state and that the mountains and coast were experiencing record high years while the center was low. Mr. Holland spoke about the increased traffic numbers and what Southern Shores is doing to mitigate the problem.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, October 21, 2021, at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC (virtual and in-person options available).

The Chair asked if there was any further business before the Board. Hearing none, the meeting was adjourned at 10:12 a.m.

**ATTESTED:**

  
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Clerk, Dare County Tourism Board