

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, DECEMBER 15, 2022
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

Tim Cafferty, Chair; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; Jamie Chisholm, Secretary; Mark Ballog, Gray Berryman, Bambos Charalambous, Leo Holland, Dennis Robinson, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Monica Thibodeau, Vice Chair; David Hines, and Bobby Owens.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Aaron Tuell, Public Relations Manager

OTHERS ATTENDING: Luke Halton, The OBX Way; Wally Overman, Dare County Commissioners; Patty O’Sullivan, Dare County Veteran’s Affairs Administrator; Anthony Imperiale, Ellen Aidock, and Richard Probst, Dare County Veteran’s Advisory Council; Theresa Armendarez, Elizabethan Gardens; Debbie Luke and Kathy Sparrow, Outer Banks Sporting Events.

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 (10-0).

APPROVAL OF MINUTES: Ms. Ingram moved to approve the meeting minutes from November 17, 2022 meeting. Second by Ms. Chisholm. There was no discussion. The motion passed unanimously (10-0).

PUBLIC COMMENTS: Theresa Armendarez provided an update on WinterLights at Elizabethan Gardens. Debbie Luke and Kathy Sparrow reviewed the OBX Half Marathon and Marathon participation. Luke Halton introduced the new walking trail, Jockey’s Trail.

PRESENTATIONS: Wally Overman and Patty O’Sullivan gave a presentation on The Wall That Heals, which will be on display at the Soundside Event Site in November 2023.

John DeLucia and Chris Nason updated the Board on the progress of permits and design of the boardwalk at the Soundside Event Site.

Jonathan Dail presented the Fiscal Year 2021-2022 Audit. The Board received an unmodified opinion. Following review, Mr. Bateman moved to accept the Fiscal Year 2021-2022 Audit. Second by Mr. Holland. There was no discussion. The motion passed unanimously (10-0).

CHAIRMAN’S REPORT: The Chair noted past and upcoming town hall presentations. Outgoing members were recognized and spoke about their time on the Board.

Jamie Chisholm was excused at 10:00 a.m.

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 6.68% compared to 2021-2022 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- The 2022 Dare County State of Tourism newsletter
- 2023 Official Outer Banks Travel Guide
- Reviewed new marketing effort ‘Raw OBX’ and shared new commercial
- Marketing Dashboard and visitation figures
- Reviewed Group Sales recent missions

Aaron Tuell reviewed recent media efforts.

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

NEW BUSINESS: The Chair noted that the Steering Committee reviewed and denied two grant requests that did not fit the guidelines. The recipients were notified and understood.

BOARD MEMBER COMMENTS: The Chair reminded the Board of the upcoming 119th Celebration of Flight on December 17th.

Mr. Holland noted the recent hearing in the Mid Currituck Bridge lawsuit and briefly discussed the beach nourishment efforts in Southern Shores.

Mr. Ballog noted the four restaurants who are participating in the Christmas theme program.

Mr. Robinson noted that Hatteras Island is seeing meals and occupancy flattening out.

Mr. Berryman noted a new President for the Outer Banks Association of Realtors and noted that house sales, and building permits, were still strong.

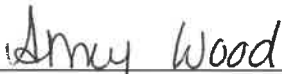
Mr. Charalambous thanked the Board for all their efforts and hard work.

Mr. Bateman noted the County Commissioners continue to work on essential housing.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for 9:00 a.m. on Thursday, January 19, 2023, at the Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

The meeting adjourned at 10:39 a.m.

ATTESTED:



Clerk, Dare County Tourism Board