

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
TUESDAY, DECEMBER 18, 2018
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Myra Ladd-Bone, Chair; Wally Overman, Vice-Chair; Pat Weston, Treasurer; Bambos Charalambous, Assistant Treasurer; Tonia Cohen, Secretary; George Banks, III; Nancy Caviness, Webb Fuller, Mike Hogan, Chris Nason, David Pergerson, Jeff Pruitt, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Bobby Owens

STAFF:

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

OTHERS: Mary Helen Goodloe Murphy, *The Coastland Times*; Chairman Bob Woodard, Dare County Commissioners; Dorothy Hester, Dare County; Mark Shore, Director of Tourism Marketing, VisitNC; Nate Nuzzo, Outer Beaches Realty.

The Chair called the meeting to order at 9:05 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

APPROVAL OF AGENDA: Mr. Charalambous moved to approve the agenda. Ms. Caviness seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Fuller moved to approve the November 15, 2018 meeting minutes as presented. Mr. Pergerson seconded. There was no discussion and the motion passed unanimously.

Ms. Weston moved to approve the closed Session minutes from: August 17, October 19, November 16, and December 21, 2017. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: There were no public comments made at the meeting.

PRESENTATIONS: Mark Shore unveiled the North Carolina Travel Guide featuring Jockey's Ridge. The cover is one of three that represents each area of the state.

Chairman Woodard made a presentation on the College of the Albemarle (on file).

The Board took a 10-minute break. The meeting resumed at 9:53 a.m.

STEERING COMMITTEE: Mr. Banks moved to approve an extension to the Outer Banks Scenic Byways, Dare County Committee until June 30, 2019. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously. The Chair noted that the Steering Committee had reviewed two GOSPL requests from the Town of Nags Head and had voted unanimously to deny the requests.

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2018-2019 are up 3.16% over 2017-2018 actual receipts. The Board discussed the dip in October meals collections due to extremely strong comparable in October 2017.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- the interview process with the Ad Hoc Committee for a firm to conduct and present an economic impact and feasibility study for The Soundside. The Committee recommended Johnson Consulting. Ms. Weston moved that the Executive Director and Legal Counsel execute a contract with Johnson Consulting. Mr. Hogan seconded. There was no discussion and the motion passed unanimously.
- An article from the South Carolina Environmental Law Project (on file) noting several coastal communities in South Carolina were filing lawsuits contesting the validity of authorizations to conduct seismic blasting. The Board discussed previous and current stances on off-shore drilling/seismic testing. After discussion, Ms. Caviness moved that the Executive Director and Clerk revise previous Board resolutions opposing seismic testing. Mr. Overman seconded. There was no further discussion and the motion passed unanimously.
- Reviewed inquiry, fulfillment, and visitation numbers. While reviewing these numbers, Lee Nettles noted that the Bureau had been with the same digital agency for seven years and he would like to issue an RFP for digital agencies.

Lorrie Love noted upcoming Group Sales marketplaces and the Tourism Summit, which will be held in May.

Lee Nettles reviewed recent press coverage and a rating system used to measure the performance of influencer visits to 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. Overman asked if the Passenger Ferry numbers would be included in the visitation statistics when the ferry became operational. Ms. Caviness asked what could be done to help retail sales, especially for local retailers. Lee Nettles reviewed the OBX Made program from the Chamber of Commerce. The Chair thanked the Board members for their time and service to the Board.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, January 17, 2019 at 9:00 a.m. in the Curtis H. Creech Memorial Boardroom, Outer Banks Visitors Bureau, One Visitors Center Circle, Manteo NC.

Mr. Charalambous moved to adjourn. Mr. Hogan seconded. There was no discussion and the motion passed unanimously.

The meeting was adjourned at 10:40 a.m.

ATTESTED:


Secretary, Dare County Tourism Board



COLLEGE OF THE
ALBEMARLE

**DARE COUNTY
CAMPUS**

College of the Albemarle History

Following WWII, the seven Albemarle coastal counties faced major economic challenges as a surge of veterans returned home.

Population and demand for jobs continued to grow yet the 4 largest local industries remained seasonal: agriculture, fishing, lumber, tourism. Such pressures created demand for an educational facility to teach residents skills needed to succeed in changing world.

- COA opened doors in 1961 with 113 students
- Classes in Dare County since 1969

Looking Ahead - Investing in the Future

A new consolidated state of the art campus will provide more programs and skills based technical opportunities for Dare County citizens.

- \$7 million from Dare County Capital Improvements Plan
- \$1.5 million state bond funds approved by voters in 2016

*Under NC Statutes Dare County is responsible for facility maintenance



COA Task Force Recommendations

- Held 5 formal Public Meetings to gather input from community
 - Received 26 Public Comments
- Flex Space

Adaptations can be easy and affordable as curriculum needs change

COLLEGE OF THE
ALBEMARLE

DARE COUNTY
CAMPUS

COA Task Force Curriculum Ideas

Hospitality - Culinary, Customer Service, Property Management, Housekeeping, Maintenance, Outdoor Recreation, Experimental Education	Trades - Plumbing, HVAC, Welding, Electrical, Mechanics, Carpentry	Early Childhood Education
Public Safety - EMS, EM, BLET, Fire	Health Science - Nursing, Certified Nursing Assistant, X-RAY	Aquaculture
Agricultural, Environmental & Natural Resources	Learning Opportunities for Handicapped	Lifelong Learning
CDL Licensing	Screenprinting	College Prep

Existing Facilities & Offerings

Roanoke Island Campus

205 Highway 64 S. Business
Manteo, NC 27954

- Basic Skills Building/GED
- Professional Arts Building
 - Jewelry
 - HVAC
 - Welding
 - Drones
 - Pottery
 - Art
- Boat Garage
- Small Business Center
- Workforce Development

Dare County Campus

132 Russell Twiford Road
Manteo, NC 27954

- Technology Education Center
- Library
- Student Center
- Labs
- Lecture Hall
- Information Highway Room

The following associate degrees can be completed without leaving Dare County through a mixture of traditional classroom, online and hybrid classes.

- **Associate in Arts**
- **Associate in General Education**
- **Associate in Science**

Dare Campus Professional Certifications

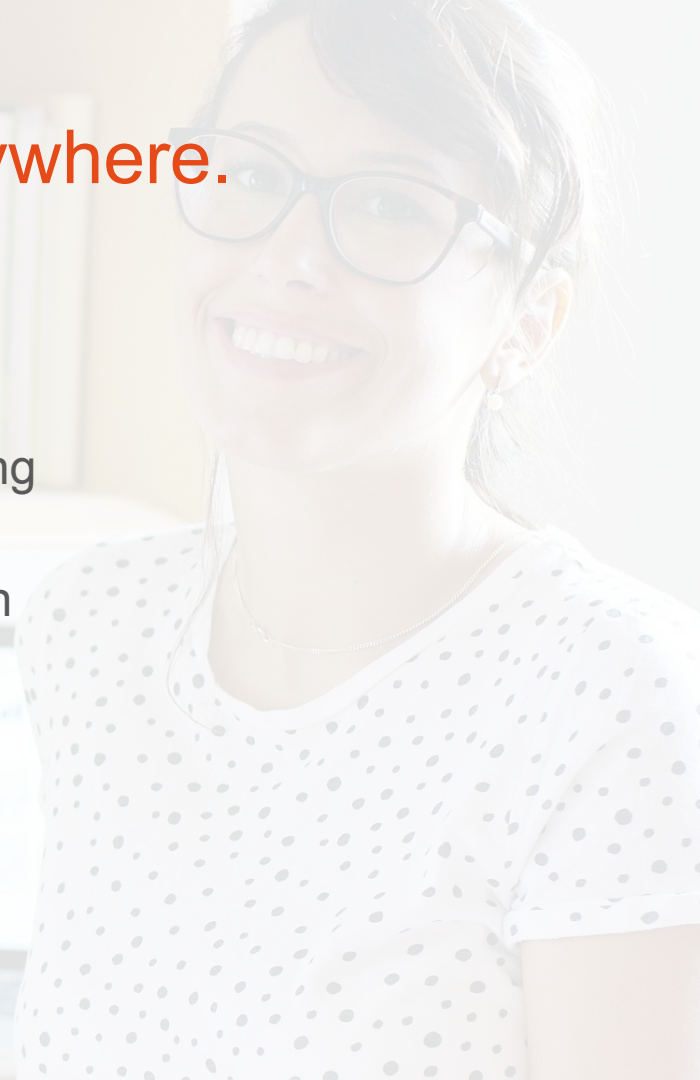
- Professional Craft Jewelry
- Certified Nurse Aide
- Welding
- HVAC
- Early Childhood (Online Only)
- Hospitality Leadership

There are currently 400,000 open welding jobs in U.S. and over 400 in North Carolina.



Online - Learn Anytime. Learn Anywhere.

- Criminal Justice
- General Business Administration
- Global Business Management
- Information Technology in Computer Programming
- Informational Technology Project Management
- Informational Technology Systems Administration
- Medical Assisting
- Medical Office Administration
- Supply Chain Management



General Education Transfer Agreement



Associate Degrees available at Dare County Campus
guaranteed to transfer to any UNC system university

- Associate in Arts
- Associate in Science

*Completion of these two-year degrees
does not guarantee admission to specific universities



East Carolina University Partnership

Students will apply to a participating community college and ECU simultaneously and commit to maintaining full-time status. Upon completing an associate degree, they will seamlessly transition into degree-completion programs at ECU.

- Access to ECU Libraries
- ECU Office of Student Activities
- ECU One Card eligibility
- Joint Financial Aid Counseling
- Micro-Scholarship Opportunities
- Waiver of ECU transfer application fee



North Carolina Wesleyan College Partnership

Complete the following four year degrees online at the COA Dare County Campus through North Carolina Wesleyan College

- Bachelor of Science in Accounting
- Bachelor of Science in Computer Information Systems
- Bachelor of Arts in Criminal Justice
- Bachelor of Science in Marketing





DARE COUNTY
SCHOOLS

Dual Enrollment

189 Dare County High School students are currently participating in dual enrollment. When they start college, students will have saved **\$98,158** in tuition and fees from the fall 2018 semester alone.

Cost Savings - 2 Years Undergraduate

	COA	ECU	NC State	UNCW	Appalachian State
Cost Per Credit Hour	\$76	\$166.41	\$221	\$234	\$143
Tuition and Fees	\$4,454	\$14,376	\$18,116	\$14,096	\$15,302
Room & Board	\$0	\$20,708	\$22,156	\$21,372	\$14,368
Books & Supplies	\$2,074	\$2,864	\$2,164	\$2,252	\$1400
Total	\$6,528	\$37,948	\$42,436	\$37,720	\$31,070

*Tuition is set by the North Carolina General Assembly.



Student Loans

2 Years COA + 2 Years ECU

2 Years at COA - \$6,528

2 Years at ECU - \$30,700

Total: \$37,228

Monthly Student Loan Payment: \$413

4 Years at ECU

Total: \$68,648

Monthly Student Loan Payment: \$762

North Carolina ranks #10 in the nation for states with the most student loan debt.

Nearly 68% of seniors who graduated from public colleges in 2015 had student loan debt.

*Student Loan Payments based on 6% Interest 10 Years Repayment

DARLE CAGLE
MSNBC.COM

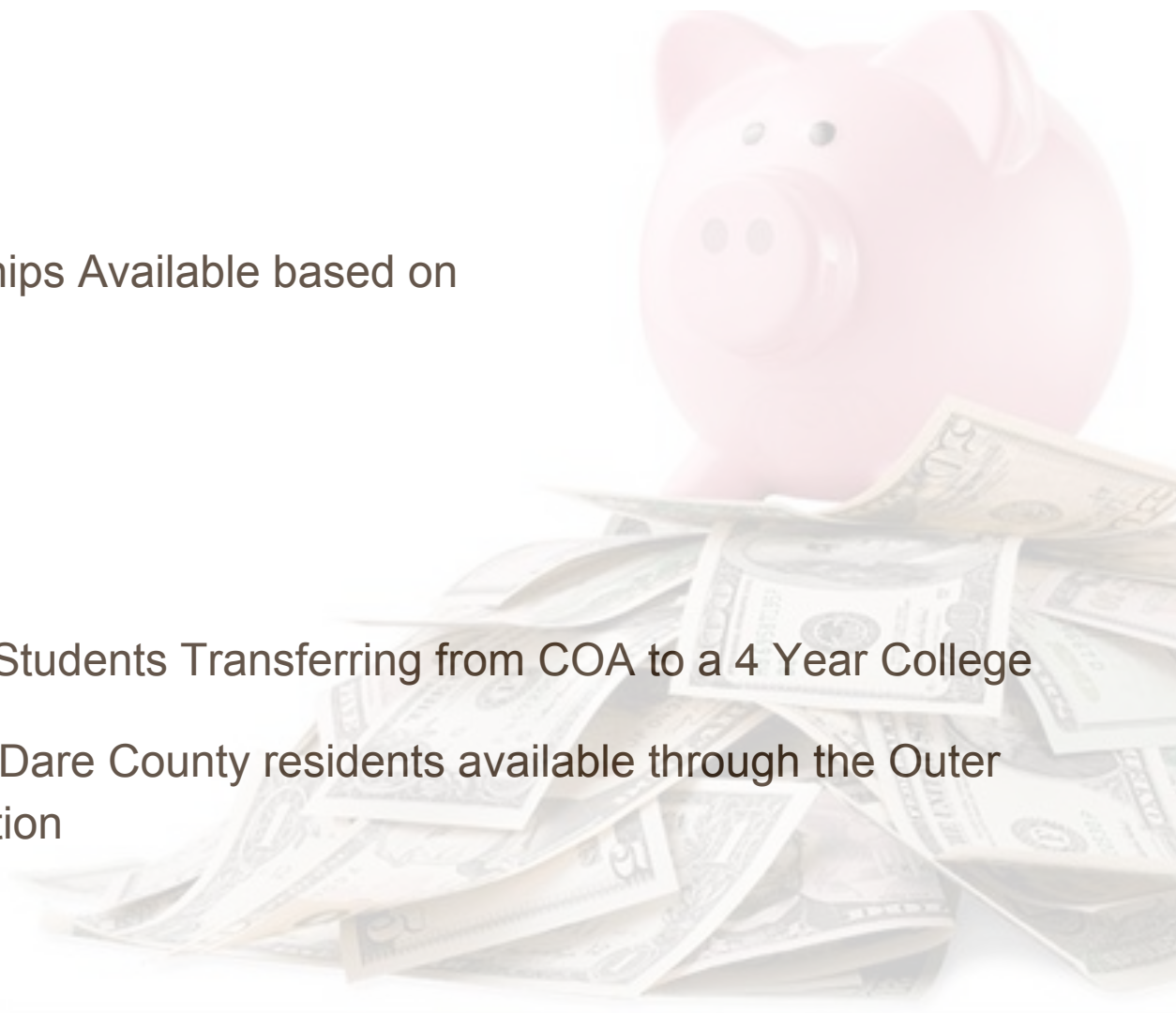
Scholarships

COA Foundation Scholarships Available based on

- Areas of Study
- Need
- Location of Residency
- Merit

Scholarships Available for Students Transferring from COA to a 4 Year College

Additional scholarships for Dare County residents available through the Outer Banks Community Foundation



Added Value - Professional & Workforce Development

- NC Vehicle Safety Inspection
- Notary
- E-Notary
- Pool and Spa Certification
- Medication Aide
- Intro to Quickbooks
- Excel
- Spanish
- Housekeeping & Operations Specialist
- Maintenance Specialist
- Maintenance for Hospitality Industry
- Drones
- Teaching Students w/Autism
- Nurse Aide I & II
- Video Production
- Basic Electricity
- Phlebotomy for Healthcare Workers
- Digital Photography



COLLEGE OF THE
ALBEMARLE

**DARE COUNTY
CAMPUS**

For more information
albemarle.edu/dare
252.473.2264

Bob Woodard, Trustee
woodard@darenc.com



COLLEGE OF THE
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DARE COUNTY
CAMPUS



COST SAVINGS

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Did you know an Associate in Arts or an Associate in Science earned at the COA Dare County Campus is guaranteed to transfer to any UNC system university?

For more information:
albemarle.edu/DARE

College of the Albemarle
Dare County Campus
252.473.2264

Bob Woodard, Trustee
woodard@darenc.com
252.216.8240



Thousands of dollars in scholarships available to Dare County residents through the COA Foundation and the Outer Banks Community Foundation



DARE TO DO BETTER!