

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, DECEMBER 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; Webb Fuller, Secretary; Doug Brindley, Jamie Chisholm, Leo Holland, Ivy Ingram, Dennis Robinson, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Monica Thibodeau, Assistant Treasurer; Bambos Charalambous, Karen Loopman-Davis, and Bobby Owens.

STAFF (in person):

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

OTHERS ATTENDING:

In Person: Philip Ruckle, *The Coastland Times*; and Ann Wood.

Via GoToMeeting: Gray Berryman.

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. Cafferty. There was no discussion. The motion passed unanimously (9-0).

APPROVAL OF MINUTES: Mr. Holland moved to approve the meeting minutes from November 18, 2021. Second by Mr. Bateman. There was no discussion. The motion passed unanimously (9-0).

PUBLIC COMMENTS: There were no public comments made. No written comments were received.

STEERING COMMITTEE REPORT: Lee Nettles reviewed the Tourism Impact Grant extension request from the Town of Duck. Mr. Bateman moved to grant an extension until to June 30, 2023 to the Town of Duck. Second by Mr. Fuller. There was no discussion. The motion passed unanimously (9-0).

Lee Nettles reviewed the draft timeline for the boardwalk at the Soundside. The Board felt the timeline was acceptable and gave staff the ok to talk to the Town of Nags Head and/or Dare County about a joint PARTF grant.

The Chair and Lee Nettles recognized outgoing Board members and thanked them for their service to the Tourism Board.

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 17.93% compared to 2019-2020 actual receipts. The Board discussed how the rental market was shaping up for 2022.

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

- 2022 Travel Guide was complete and being mailed out
- Work with the Economic Development Partnership of North Carolina
- Work with a videographer for the African American Heritage Trail sites on Roanoke Island.
- Marketing dashboard review and visitation
- Recent and upcoming sales missions for Group Sales.

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

OLD BUSINESS: Lee Nettles briefed that he was in the early stages of planning a public meeting regarding the event center.

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

BOARD MEMBER COMMENTS: The Chairman and other Board members thanked each other for their service to the Board. Mr. Holland noted that the Town of Southern Shores had installed charging stations for electric vehicles at their Town Hall.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, January 20, 2022, 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 9:50 a.m.

ATTESTED:



Clerk, Dare County Tourism Board