

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, FEBRUARY 17, 2022  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

**In-Person:** Tim Cafferty, Chair; Ervin Bateman, Treasurer; Jamie Chisholm, Secretary; Gray Berryman, Bambos Charalambous, Leo Holland, Bobby Owens, Mike Siers, and Jay Wheless, Legal Counsel.

**Via GoToMeeting:** Monica Thibodeau, Vice Chair; Mark Ballog, and David Hines.

**EXCUSED ABSENCE:** Ivy Ingram, Assistant Treasurer; and Dennis Robinson.

**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:**

**Via GoToMeeting:** Amanda Cochran, Choice Hotels.

**In-Person:** Philp Ruckle, *The Coastland Times*; and Tyler D. McKeithan, Wheless and Wheless.

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.

**Yes:** Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Bobby Owens, Mike Siers, and Monica Thibodeau.

**No:** None. The motion passed unanimously (11-0)

**APPROVAL OF MINUTES:** Mr. Siers moved to approve the meeting minutes from January 20, 2022 meeting. Second by Mr. Holland. There was no discussion.

**Yes:** Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Bobby Owens, Mike Siers, and Monica Thibodeau.

**No:** None. The motion passed unanimously (11-0)

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

**CHAIR/STEERING COMMITTEE REPORT:** The Chair noted:

- The Chair and Executive Director will be presenting stewardship reports to Towns and organizations throughout the year, starting with the Chamber of Commerce.
- Committee placements for Board members.
- The Steering Committee met and discussed long range planning. Staff will bring a draft RFP for planning services to the Steering Committee, then will share with the Board. The Board discussed the topic further. Ms. Thibodeau reviewed what the Town of Duck had done in the past with visioning, and Ms. Chisholm shared her recommendation that the Board investigate a shorter time frame (15 versus 30 years) Mr. Holland suggested breaking the topics into smaller committees to work on.

**BUDGET AND FINANCE REPORT:** Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2021-2022 are up 18.06% compared to 2020-2021 actual receipts. The Board noted that short term rental reservations for spring and summer 2022 were strong.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles reviewed:

- Recent digital marketing webinars.
- Meeting with Dare County Schools to discuss workforce education and the potential to develop a tourism taskforce that could interface with the business and schools for internships and in class presentations.
- Doug Griffiths speaking at the Outer Banks Chamber of Commerce Economic Summit on April 5 and to the Board on April 7, 2022.
- Upcoming Event Center presentation to the Outer Banks Chamber of Commerce.
- Event Center FAQ page. The page, located on the partners page of [outerbanks.org](http://outerbanks.org), details the proposed event center and questions regarding the center. Mr. Owens asked the status of the boardwalk. Lee Nettles noted work was ongoing and Albemarle and Associates were working with regulatory agencies.
- The marketing dashboard. The visitation report will be shared later as several attractions had not submitted their visitation numbers.

Lorrie Love reported on group tours coming to the Outer Banks and upcoming events. Aaron Tuell reviewed media coverage of the Outer Banks.

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

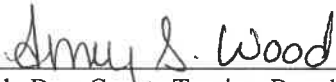
**NEW BUSINESS:** There was no new business before the Board.

**BOARD MEMBER COMMENTS:** Mr. Ballog noted that Taste of the Beach tickets were on sale. Mr. Charalambous was happy to see group tours returning. Mr. Bateman noted that the County Commissioners were trying to address essential/workforce housing. Mr. Owens asked if there was a way to discourage vendors from selling offensive items at the Event Site. Legal Counsel reminded Mr. Owens it was up to the event organizer to enforce rules and deal with vendors. Mr. Siers noted the sidewalk projects, funded through a Tourism Board grant, were nearing completion. Ms. Chisholm noted the sale of the Baymont property to Holiday Inn Express. Mr. Holland noted the Town of Southern Shores was discussing solid waste disposal and traffic issues for the summer. The Chair noted the VisitNC 365 conference would be later in March, and he was looking forward to that conference.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, March 17, 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 Chair adjourned the meeting at 9:57 a.m.

**ATTESTED:**



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Clerk, Dare County Tourism Board