

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, FEBRUARY 16, 2023  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

Tim Cafferty, Chairman; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; Gray Berryman, Tod Clissold, Tonia Cohen, Richard Hess, Leo Holland, Dennis Robinson, Mike Siers, and Jay Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Monica Thibodeau, Vice President; David Hines, Secretary; and Mark Ballog.

**STAFF:**

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

**OTHERS ATTENDING:** Shelley O’Grady, Joe Lamb Realty; Olivia Clark Spence, NC Coast/Red Sky; Brian Tress, Jones, Lang, LaSalle; and Luke Halton, The OBX Way.

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. Hess. There was no discussion. The motion passed unanimously (10-0).

**APPROVAL OF MINUTES:** Mr. Hess moved to approve the meeting minutes from January 19, 2023 meeting. Second by Mr. Bateman. There was no discussion. The motion passed unanimously (10-0).

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

**STEERING COMMITTEE REPORT:** The Chair noted a meeting with two state senators, the Lost Colony, Board Chair and Executive Director regarding funding for a sound system at the Waterside Theater.

The Chair reviewed the two Tourism Impact Grant Extension Requests from the Town of Manteo and the Town of Nags Head.

Mr. Bateman moved to recommend granting the Town of Manteo an extension to June 30, 2023. Second by Mr. Siers. There was no discussion. The motion passed unanimously (10-0).

Mr. Holland moved to recommend granting the Town of Nags Head an extension to June 30, 2024. Second Mr. Robinson. There was no discussion. The motion passed unanimously (10-0).

**BUDGET AND FINANCE REPORT:** Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 5.53% compared to 2021-2022 actual receipts.

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

- The launch of <https://www.outerbanks.org/voluntourism> and cooperative efforts with the Outer Banks Community Foundation to better connect visitors with local non-profit organizations.
- Town Hall meetings for the Long-Range Tourism Management Plan held in Buxton and Kill Devil Hills. Both meetings were well attended and productive. The LRTMP Task Force will meet again in March.
- Outer Banks Visitors Bureau was the named 'Member of the Year' by the Outer Banks Chamber of Commerce.
- Marketing Dashboard and Visitation numbers. He noted that the third season of "Outer Banks" on Netflix would be starting soon.

Lorrie Love reviewed the recent American Motorcoach Association marketplace and that the group tour business is bouncing back. She noted a new event being developed by Mr. Ballog and the Bureau to celebrate the soft-shell crab.

Lee Nettles noted media efforts promoting the Outer Banks.

**FUNDING PRIORITIES DISCUSSION:** Diane Bognich presented the breakdown of the meals and occupancy collections, how House Bill 225 dictates where and how the monies can be used, the unappropriated surplus overage and how that money could be spent.

The Board discussed what they thought important actions were, ranging from waiting to act on future funding options pending results of the salary study, to creating more partnerships at the expense of paid media efforts, putting in infrastructure rather than a building at the event site and phased development for an event center, promoting the Outer Banks to new versus established visitors, training grants for front line staff, and community needs, like athletic fields.

Following lengthy discussion, the Board chose to wait until April, pending the results of the Long-Range Tourism Management Plan and Salary study, to continue this discussion.

**OLD BUSINESS:** Lee Nettles noted progress on the Boardwalk at the Soundside Event Site. Plans/drawings are complete and should be submitted for permits shortly. The auction for surplus in Pamlico Jacks is progressing, with the auction firm wrapping up inventorying the items. The auction is expected to be in late March or April.

Lee Nettles noted repairs were needed at the event site and he wanted to consider the tensile structure with the boardwalk plan in mind before making the repairs to it and that the taller post lights need to be changed to the flat LED style lights.

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

**BOARD MEMBER COMMENTS:** Mr. Bateman noted that the state of North Carolina has a \$3.2 billion surplus for 2022.

Mr. Siers noted road repairs and rezoning matters in the Town of Nags Head.

Ms. Cohen noted hotel/motels were gearing up for the motorcoach tours, both school and senior groups.

Mr. Hess noted the upcoming Economic Forecast Breakfast, hosted by the Outer Banks Chamber of Commerce.

Mr. Holland noted the Town of Southern Shores was working on its land use plan.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, March 23, 2023 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:23 a.m.

**ATTESTED:**

  
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Clerk, Dare County Tourism Board