RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, FEBRUARY 15, 2018
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954

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

STAFF:
Diane Bognich, Director of Administration
Lorrie Love, Tourism Sales and Events Manager
Aaron Tuell, Public Relations Manager
Amy Wood, Clerk to the Board/Administrative Specialist

OTHERS: Dave Hallac, Superintendent; and Deputy Superintendent, Outer Banks Group, National Park Service; Bill Coleman, Executive Director, The Lost Colony; Philip Ruckle, The Coastland Times; and Chris Sawin, Dare County Arts Council.

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

APPROVAL OF MINUTES: Ms. Weston moved to approve the January 25, 2018 meeting minutes. Ms. Caviness seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Bill Coleman reviewed a news release regarding the purchase of land at the Fort Raleigh Historic Site. Chris Sawin reported on Art Council events funded through the grants programs and potential construction to the courtyard at the old courthouse building.

PRESENTATIONS: Superintendent Hallac provided a year in review presentation (attached).

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2017-2018 are up 4.28% over 2016-2017 actual receipts.

Mr. Fuller asked how the tax collections for AirB&B and other similar rental properties were collected and if they were broken out by type. Diane Bognich noted that they were collected and attributed to rental homes but were not broken out by type but she had spoken with the County to determine if the properties could be broken out by type.

OUTER BANKS VISITORS BUREAU UPDATES: Diane Bognich provided an overview of events, inquiry, fulfillment, and visitation numbers.

Lorrie Love reviewed upcoming events at The Soundside event site. Aaron Tuell reviewed recent and upcoming media coverage.
OLD BUSINESS: There was no old business before the Board.

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

BOARD MEMBER COMMENTS: There were no Board member comments.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, March 15, 2018 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Mr. Charalambous moved to adjourn. Ms. Caviness seconded. The meeting was adjourned at 10:05 a.m.

ATTESTED:

[Signature]

Secretary, Dare County Tourism Board
2017 Year in Review

Cape Hatteras National Seashore
Fort Raleigh National Historic Site
Wright Brothers National Memorial
STAFF
- 79 STAFF YEAR-ROUND
- 100 SEASONAL STAFF EACH SUMMER
- 352 VOLUNTEERS
- 22,600 HOURS

VISITATION
- Total: 3.2 M visits
STAFF
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- 22,600 HOURS

BUDGET
- $14.6 M
  - $9.6 M Base Funding
  - $2.7 M Off-Road Vehicle Permits
  - $2.3 M Camping and Lighthouse Fees
  - $250 K in Other Fees and Donations

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**INTERESTING FACTS**
- 5 visitor centers
- 65,000 OVERNIGHT CAMPING STAYS IN 4 CAMPGROUNDS
- 39,000 OFF ROAD VEHICLE PERMITS
- OVER 200 PUBLIC TOILETS
- 2 WATER TREATMENT PLANTS
- 60 SEPTIC SYSTEMS
- 84 PARKING LOTS
- 230 BUILDINGS
- 3 AIRSTRIPS
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Fort Raleigh: -6%
Wright Brothers: -10%
Cape Hatteras: 1%

Visits

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<td>2017</td>
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HATTERAS to OCRACOKE

Data from: the North Carolina Department of Transportation Ferry Division
Hatteras to Ocracoke

Data from: the North Carolina Department of Transportation Ferry Division
Cape Hatteras Lighthouse Parking Lot
Cape Hatteras Lighthouse Parking Lot

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2017: Warm, average rain

Billy Mitchell Airport — departure from 1981-2010 average
Seashore Zoning - 67 miles
- ORV routes: 29 miles
- Seasonal ORV routes: 14.5 Miles
- Vehicle free areas: 23.5 miles

Closures occur for:
- Sea turtle nesting
- Shorebird nesting

Designated Off-Road Vehicle Routes

10 sound ramps
19 beach ramps
ORV Permits Sales

ONLINE SALES

2015: 14%
2016: 28%
2017: 32%
2017: Most ORV permits sold

- 2012: 27,154
- 2013: 30,955
- 2014: 30,453
- 2015: 34,596
- 2016: 36,868
- 2017: 39,181
94% of ORV routes were open during summer 2017
94% of ORV routes were open during summer 2017

- May through September

- 2013: 17.7 miles
- 2014: 19.8 miles
- 2015: 22.2 miles
- 2016: 25.6 miles
- 2017: 27.2 miles
### Visitor Engagement

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Thank you