

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, JANUARY 16, 2025
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

Mark Ballog, Mark Batenic, Tod Clissold, Tonia Cohen, Brenda Chasen, Terry Gray, John Head, Richard Hess, Tess Judge, Dennis Robinson, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: David Hines and Wally Overman.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Aaron Tuell, Public Relations Manager
Jeff Schwartzberg, Community Engagement Manager

OTHERS ATTENDING: None.

The meeting was called to order at 9:01 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

The Clerk swore in the following Dare County Tourism Board Appointees:

Mark Batenic, Town of Southern Shores
Brenda Chasen, Town of Duck
Tod Clissold, Town of Manteo
Tonia Cohen, Outer Banks Hotel/Motel Association
Richard Hess, Outer Banks Chamber of Commerce
Dennis Robinson, Hatteras Island, At Large

ELECTION OF OFFICERS: Jay Wheless, Legal Counsel, presented the following motion from the Nominating Committee as to the slate of candidates for the 2025 Steering Committee:

- Chair: Dennis Robinson. Legal Counsel called for nominations from the floor. Hearing none, Legal Counsel closed nominations and called for the vote. The motion passed unanimously (11-0).
- Vice Chair: David Hines. Legal Counsel called for nominations from the floor. Hearing none, Legal Counsel closed nominations and called for the vote. The motion passed unanimously (11-0).
- Treasurer: Tod Clissold. Legal Counsel called for nominations from the floor. Hearing none, Legal Counsel closed nominations and called for the vote. The motion passed unanimously (11-0).

- Assistant Treasurer: John Head. Legal Counsel called for nominations from the floor. Hearing none, Legal Counsel closed nominations and called for the vote. The motion passed unanimously (11-0).
- Secretary: Tonia Cohen. Legal Counsel called for nominations from the floor. Hearing none, Legal Counsel closed nominations and called for the vote. The motion passed unanimously (11-0).

APPROVAL OF AGENDA: Mr. Siers moved to approve the agenda. Second by Mr. Hess. There was no discussion. The motion passed unanimously (11-0).

APPROVAL OF MINUTES: Mr. Siers moved to approve the meeting minutes from December 19, 2024 meeting. Second by Mr. Head. There was no discussion. The motion passed unanimously (11-0).

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

PRESENTATION OF FISCAL YEAR 2023-2024 AUDIT: Jonathan Dail reviewed the Fiscal Year 2023-2024 audit. The Board received an unmodified opinion. Following review, Mr. Batenic moved to accept the Fiscal Year 2023-2024 Audit. Second by Mr. Siers. There was no discussion. The motion passed unanimously (11-0).

BUDGET AND FINANCE REPORT: Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were up .63% compared to 2023-2024.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- noted a public hearing at the Town of Nags Head that added the boardwalk and pickleball as accepted uses at the Soundside Event Site and unified all the Dare County Tourism Board parcels under the Event Site designation.
- provided an update about the AI widgets on website. Staff is still working to introduce a booking window that will work with both hotels/motels and short term rental agencies
- reviewed the Outer Edge premier and plans to roll out all six videos
- reviewed the marketing dashboard and visitation.

Jeff Schwartzberg noted progress on holding an OBX Student Summit, in collaboration with Dare County Schools. The Summit will be held March 5, 2025 at Jennette's Pier.

Lee Nettles reported on recent sales tradeshow and events at the Soundside Event Site, on behalf of Lorrie Love.

Aaron Tuell reviewed recent media coverage, noting several "Best" rankings by US News.

Ms. Judge left the meeting at 10:00 a.m.

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

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

BOARD MEMBER COMMENTS: Dennis Robinson welcomed new Board member Brenda Chasen, thanked the members for their support of him as Chairman, looked forward to a productive year.

Mr. Batenic noted progress on rebuilding bridge over canal.

Mr. Gray noted that Kill Devil Hills is in the process of cleaning up beach accesses for the upcoming season.

Mr. Hess noted that the Outer Banks Chamber of Commerce Annual Meeting would be held later that evening (January 16, 2025).

Ms. Cohen noted the arrival of J1 students in February for the Spring.

Mr. Ballog noted that The 12 Bars of Christmas raised over \$35,000 for charity from passport sales, with additional funds coming from fundraisers and pet donations.

Mr. Clissold shared his experience of The 12 Bars of Christmas and reported on New Years Eve in Manteo.

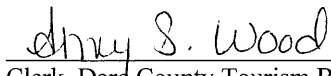
Ms. Chasen noted the Town of Duck recently held a goal setting meeting.

SET DATE, TIME, AND PLACE OF NEXT MEETING:

- The Board set their meeting schedule for the third Thursday of each month at 9 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC
- The next meeting is scheduled for Thursday, February 20, 2025 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC [This meeting was later changed to February 27, 2025].

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:37 a.m.

ATTESTED:



Clerk, Dare County Tourism Board