

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, JANUARY 20, 2022
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Bobby Owens, Dennis Robinson, Monica Thibodeau, and Jay Wheless, Legal Counsel.

Via GoToMeeting: Mark Ballog, Jamie Chisholm, Ivy Ingram, and Mike Siers.

EXCUSED ABSENCE: Ervin Bateman

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: Dave Hallac, Superintendent, Outer Banks Group, National Park Service.

In-Person: None.

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.

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

Gray Berryman, Outer Banks Association of REALTORS®
Tim Cafferty, Member at Large
David Hines, Town of Kitty Hawk

The following members were sworn in prior to the meeting as they would not be physically present at the January meeting:

Mark Ballog, Outer Banks Restaurant Association
Ervin Bateman, Dare County Commissioners
Ivy Ingram, Town of Kill Devil Hills
Mike Siers, Town of Nags Head

ELECTION OF OFFICERS: Jay Wheless, Legal Counsel, presented the Nominating Committee's recommended slate of officers, as follows:

- Chair: Tim Cafferty
- Vice-Chair: Monica Thibodeau
- Secretary: Jamie Chisholm
- Treasurer: Ervin Bateman
- Assistant Treasurer: Ivy Ingram

Legal Counsel then called for nominations from the floor for the positions of Chair, Vice Chair, Secretary, Treasurer, and Assistant Treasurer. Hearing none, Mr. Charalambous moved to close nominations. Second by Mr. Owens.

Yes: Mark Ballog, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

Mr. Charalambous moved to accept the slate of candidates as presented. Second by Mr. Robinson.

Yes: Mark Ballog, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

Legal Counsel then turned the meeting over to the Chair.

APPROVAL OF AGENDA: Ms. Thibodeau moved to approve the agenda. Second by Mr. Charalambous. There was no discussion.

Yes: Mark Ballog, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

APPROVAL OF MINUTES: Mr. Holland moved to approve the meeting minutes from December 16, 2021 meeting. Second by Mr. Owens. There was no discussion.

Yes: Mark Ballog, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

PUBLIC COMMENTS: Superintendent Hallac reviewed happenings in the Cape Hatteras National Seashore. There were no further public comments made. No written comments were received.

BUDGET AND FINANCE REPORT: Diane Bognich reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 16.69% compared to 2019-2020 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: The Chair congratulated Lee Nettles on his appointment to the North Carolina Travel & Tourism Board.

Lee Nettles:

- Welcomed new Board members
- Noted the opportunity to focus on long range planning regarding tourism in Dare County and what those plans might entail (housing, transportation, etc.)
- Noted that the Bureau was a sponsor of a Chamber program bringing in a speaker in April. Doug Griffiths, author of 13 Ways to Kill Your Community will speak in April and as a part of the sponsorship, the Board has an opportunity to work with Mr. Griffiths.
- An Outer Banks Visitors Bureau Partner webinar series continues with a new webinar on February 3, 2022
- Reviewed the marketing dashboard and visitation reports
- Provided a brief overview of marketing efforts and how these efforts might change moving forward, particularly with television.

Aaron Tuell noted progress on a video highlighting the African American Heritage Trail areas on Roanoke Island, as well as other media efforts promoting the Outer Banks.

Lorrie Love reviewed group and consumer tradeshows and upcoming events held at the Soundside Event Site.

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

NEW BUSINESS: The Chair and Staff reviewed the following items:

- Tourism Impact Grant Extension Request from the Town of Nags Head.

The Town requested an extension to June 30, 2023 to create a skate park that the community will get the most use from and to seek additional grant funding from other entities for accessibility features.

Ms. Thibodeau moved to grant an extension to the Town of Nags Head to June 30, 2023. Second by Mr. Charalambous.

Yes: Mark Ballog, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

NEW BUSINESS (continued):

- Resolution 2022-1 **DARE COUNTY TOURISM BOARD RESOLUTION ADOPTING THE RECORDS RETENTION AND DISPOSITION SCHEDULES FOR LOCAL GOVERNMENT AGENCIES**

WHEREAS, the Dare County Tourism Board is a North Carolina Public Authority; and

WHEREAS, the North Carolina Department of Natural and Cultural Resources, Division of Archives and Records defines “Public Record” as any document, paper, letter, map, book, photograph, film, sound recording, magnetic or other tape, electronic data-processing record, artifact, or other documentary material, despite physical form or characteristics, made or received pursuant to law or ordinance in connection with the transaction of public business by any agency of North Carolina government or its subdivisions; and

WHEREAS, without a records retention program, public records can accumulate, causing the need for additional storage space, and without a schedule for disposal, valuable documents can be mistakenly discarded; and

WHEREAS, The Dare County Tourism Board currently uses the 2019 version of the Records Retention and Disposition Schedule; and

NOW, THEREFORE, BE IT RESOLVED THAT THE DARE COUNTY TOURISM BOARD

- 1) *Adopts the revised version of the Records Retention and Disposition Schedules General Records Schedule for Local Government Agencies, a copy of which are on file in the office of the Board Clerk; and*
- 2) *Deems the appropriate time to retain all records to be discarded “when Administrative value ends” as a period of no less than three (3) years; and*
- 3) *The Dare County Tourism Board will continue to follow schedules as they are revised and released by North Carolina Department of Natural and Cultural Resources, Division of Archives and Records, Government Records Section.*

Mr. Owens moved to approve Resolution 2022-1. Second by Mr. Charalambous.

Yes: Mark Ballog, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

BOARD MEMBER COMMENTS: The Chair and Board members welcomed the new members. Mr. Berryman spoke about the importance of long-term planning.

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 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 10:10 a.m.

ATTESTED:

Amy Wood

Clerk, Dare County Tourism Board