

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
LONG-RANGE TOURISM MANAGEMENT PLAN SPECIAL COMMITTEE  
WEDNESDAY, JUNE 11, 2025  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:** Richard Hess, Chair; Karen Brown, Tim Cafferty, Jamie Chisholm, Reide Corbett, Donna Creef, Mary Helen Goodloe-Murphy, Nick Graham, Dave Hallac, Elizabeth Morey, Lee Nettles, Bobby Outten, Mike Remige, and Tim Sweeney.

**EXCUSED ABSENCE:** Shannon Castillo Mark Ballog, Augusta Feldmann, Natalie Kavanagh, Ronnie Sloan, Chris Sawin, and Chris Vlahos.

**STAFF:**

Jeff Schwartzberg, Community Engagement Manager  
Amy Wood, Clerk to the Board/Administrative Specialist  
Lorrie Love, Tourism Sales and Events Manager  
Shannon Halko, Intern

**OTHERS ATTENDING:** None

The meeting was called to order at 9:00 a.m.

Tim Cafferty moved to approve the minutes from the April 9, 2025 meeting. Second by Nick Graham. There was no discussion. The motion passed unanimously.

**CHAIRMAN'S WELCOME:** The Chair congratulated Karen Brown and Ronnie Sloan on their upcoming retirements and articles mentioning Lee Nettles and Mary Helen Goodloe Murphy.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles updated the group on Dare County occupancy and prepared meals tax collections for April, the 50<sup>th</sup> anniversary celebration at Jockey's Ridge State Park, the Outer Banks Visitors Bureau 'Takeover Week' on the Hampton Roads Show featuring The Outer Edge series, and the Science on the Sound lecture series on June 19, 2025 at the Coastal Studies Institute, focused on the Outer Banks Long-Range Tourism Management Plan (LRTMP).

**LONG RANGE TOURISM MANAGEMENT PLANS FOR DISCUSSION:**

- Community Tourism Talks: Staff will continue to speak with municipalities and community partners about the LRTMP and actions being taken within each segment. A podcast and /or video series highlighting some of the topics contained in the plan was discussed.
- Volontourism 2.0: Jeff Schwartzberg provided an overview for a program to help aggregate, recruit and manage volunteer opportunities for nonprofits and community partners. Committee members asked about cost and the metrics this program could provide. Staff will investigate the program further.
- "Tourism for Good" Volunteer Week: Jeff Schwartzberg presented the idea of holding a "Tourism for Good" week in the fall – perhaps October 11-18, 2025 – as there are several events planned that have volunteer opportunities. Staff will continue to shape this program.

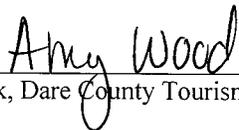
- Tourism Ambassador Program: The Committee discussed what programs already exist in support of this and scalable work that could be conducted outside of these channels to assist and inform front-line staff at hospitality businesses as they help visitors find information, events, etc.
- Visitor and Resident Sentiment Surveys: Jeff Schwartzberg mentioned that a resident sentiment survey had been conducted during the creation of the LRTMP and it was perhaps time for a follow-up survey to be conducted. In addition, the committee recently suggested the possibility of conducting a visitor sentiment survey related to destination stewardship and responsible tourism, which staff will explore further.

**COMMITTEE MEMBER UPDATES:** Reide Corbett noted Science on the Sound lecture series on June 19, 2025, summer camps, and research taking place at Coastal Studies Institute. Karen Brown noted the upcoming “Vibe at 5” (formerly the Chamber After Hours) mixer, and Leadership OBX applications and scholarships. Bobby Outten noted the County passed their budget for Fiscal year 2025-26. Elizabeth Morey asked about alternate check-in days and exploring a campaign to encourage visitors to check in to their accommodation on days other than Saturdays. Tim Caffery discussed what Outer Banks Blue, and other rental companies, offer in regard to alternate day check-ins and more flexible/shorter stays. Dave Hallac noted a project to help understand barrier island dynamics and migration and the impacts on infrastructure and transportation. Mike Remige noted that the wildlife-friendly lighting project at the Jennette’s Pier parking lot was completed, shared plans to begin a pier re-decking project over the winter, and mentioned renovations to the research platform, with support from the Coastal Studies Institute. Donna Creef noted an upcoming Dare Community Housing Task Force meeting on June 17, 2025. Jamie Chishom wished everyone a good summer. Tim Sweeny reviewed Dare County Schools Early College construction plans, shared that College of the Albemarle has been approved as a real estate testing site, and that COA is exploring next steps to offer child care instruction as part of a Child Care Academy that would be modeled after similar programs in North Carolina. Lee Nettles noted potential to open the coast to gas/oil exploration and/or drilling and that the Tourism Board, along with other counties and municipalities, also stated their opposition to this.

**SET DATE, TIME, AND PLACE OF NEXT MEETINGS:** The next meetings will be September 10, and November 12, 2025, at 9 a.m.

The Chair asked if there was any further business before the Committee. Hearing none, Donna Creef moved to adjourn. Second by Reide Corbett. There was no discussion. The motion passed unanimously. The meeting was adjourned at 10:50 a.m.

**ATTESTED:**

  
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 Clerk, Dare County Tourism Board