

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, JUNE 17, 2021  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

**In-Person:** Jeff Pruitt, Chair; Tim Cafferty, Vice-Chair; Ervin Bateman, Treasurer; Webb Fuller, Secretary; Bambos Charalambous, Jamie Chisholm, Leo Holland, Bobby Owens, and Jay Wheless, Legal Counsel.

**Via GoToMeeting:** Monica Thibodeau, Assistant Treasurer; Karen Loopman-Davis, and Ivy Ingram.

**EXCUSED ABSENCE:** Doug Brindley, Donna Peele

**STAFF (in person):**

Lee Nettles, Executive Director  
Diane Bognich, Director of Administration  
Amy Wood, Clerk to the Board/Administrative Specialist  
Stephanie Hall, Senior Content Coordinator  
Lorrie Love, Tourism Sales and Events Manager  
Aaron Tuell, Public Relations Manager

**OTHERS ATTENDING:**

**In Person:** Dr. Jack Bagwell, President, College of the Albemarle; Dean Tim Sweeney, College of the Albemarle Dare Campus; James Ayers, Manteo Town Manager; and Philip Ruckle, *The Coastland Times*.

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. Charalambous. There was no discussion.

**Yes:** Ervin Bateman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Monica Thibodeau.

**No:** None. The motion passed unanimously (11-0).

**APPROVAL OF MINUTES:** Mr. Charalambous moved to approve the meeting minutes from May 20, 2021, meeting. Second by Mr. Holland. There was no discussion.

**Yes:** Ervin Bateman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Monica Thibodeau.

**No:** None. The motion passed unanimously (11-0).

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

**PRESENTATION BY COLLEGE OF THE ALBEMARLE:** Dean Sweeney and President Bagwell updated the Board on the progress of the new building on the Dare County Campus, and programs offered at that campus (attachment A). The Board discussed the current hospitality training course and asked about the potential to have a culinary and a wind energy (either building or repair) course at the Dare campus.

**STEERING COMMITTEE:** Lee Nettles reviewed the request from the Town of Manteo for improvements to the Davis Lot (attachment B). Lee Nettles reviewed what the conservation easement dictated could, and could not, be done on the site. Jay Wheelless gave his legal opinion that the improvements met the spirit of the easement. Following discussion, Mr. Bateman moved to approve the conceptual plans and to allow staff and Legal Counsel to give approval on the final plans. Second by Mr. Fuller.

Mr. Cafferty asked to clarify that the Board needed no further action on the plans; that Staff and Legal Counsel would handle. Legal Counsel responded that was correct and would only come back if it was deemed necessary.

**Yes:** Ervin Bateman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Monica Thibodeau.

**No:** None. The motion passed unanimously (11-0).

**BUDGET AND FINANCE REPORT:** Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 28.74% compared to 2019-2020 actual receipts.

**ADOPTION OF FISCAL YEAR 2021-2022 BUDGET ORDINANCE:** During review, Mr. Holland asked what happened to the \$600,000 to be paid to the Town of Nags Head and how did it impact the budget. Diane Bognich noted it had been encumbered for the same item, to be spent later.

Mr. Bateman moved to adopt the Fiscal Year 2021-2022 Budget Ordinance. Second by Mr. Holland.

**Yes:** Ervin Bateman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Monica Thibodeau.

**No:** None. The motion passed unanimously (11-0).

**AUDITING FIRM RECOMMENDATION:** Lee Nettles reviewed the RFP process and the recommendation from the Budget and Finance Committee to select Thompson Price to conduct the Fiscal Year 2020-21 Audit. The Board and staff discussed pricing, references, remote versus in person work, and past work/relationship with Johnson versus a new company and the additional work required with a new firm, size difference between Dare County Tourism Board and other TDA's listed as references, and any additional work that might arise with using a new firm.

Following discussion, Mr. Cafferty moved to select Johnson, Mizelle to conduct the Fiscal Year Audits for the next three years. Second by Mr. Charalambous.

**Yes:** Ervin Bateman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Monica Thibodeau.

**No:** None. The motion passed unanimously (11-0).

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles updated the Board on:

- Marketing strategies from Hoffman York and Ignite Social Media. Work is ongoing for creative for the upcoming year.
- Travel Guide for 2022 will be hybrid between the previous 88-page guide and the six-page guide produced in 2021. It would be a 44-page guide that combines the greater details, provide marketing spaces for partners, and keep costs manageable.
- Soundside Event Site Advisory Ad Hoc Committee meeting on July 8, 2021 at 2 p.m. Lee Nettles hopes that a final concept for a building on the event site will come from this meeting.
- A letter from a visitor praising Faye Lewis, one of the phone representatives, for her help.
- Marketing and Visitation numbers. The Advance Auto Parts Summer Travel Sweepstakes link in our newsletter brought in over 12,000 clicks.

Lorrie Love reported on the Group and Meeting markets, which are returning. She is attending virtual marketplaces and hopes to return to in-person marketplaces in November. She also updated the Board on events, particularly the Fun Fair, which returned to the site June 10-13, 2021. Both the fair organizers and Town of Nags Head Police were pleased with using the parking lot at Pamlico Jacks.

Aaron Tuell reviewed recent media coverage and interviews about the Outer Banks and his work, along with Lee Nettles and community leads, on creating and promoting an African American Experience Trail with six other counties.

**OLD BUSINESS:** There was no old business before the Board at this time.

**NEW BUSINESS:** Mr. Cafferty asked staff and Legal Counsel to work on solutions for land purchased through the GOSPL and other restricted grant funds and any future purchases.

**BOARD MEMBER COMMENTS:** Mr. Fuller asked if the Outer Banks Visitors Bureau could highlight the beach accesses. Lee Nettles noted the beach and sound accesses chart on the map and website but noted the Bureau could push the message out via social media. Mr. Holland spoke about the traffic measures the Town of Southern Shores put in place for the peak season.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** There will be a Special Meeting on Thursday, July 15, 2021, 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 meeting was adjourned at 10:42 a.m.

**ATTESTED:**

  
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Clerk, Dare County Tourism Board