

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, JUNE 20, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Monica Thibodeau, Chair; Tod Clissold, Treasurer; Dennis Robinson, Assistant Treasurer; Tonia Cohen, Secretary; Mark Ballog, Mark Batenic, Terry Gray, Richard Hess, Tess Judge, Wally Overman, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: David Hines, Vice Chair; and John Head.

STAFF:

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
Jeff Schwarzenberg, Community Engagement Manager

OTHERS ATTENDING: Robert Outten, Dare County Manager.

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.

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

APPROVAL OF MINUTES: Mr. Hess moved to approve the meeting minutes from May 16, 2024 meeting. Second by Mr. Siers. There was no discussion. The motion passed unanimously (11-0).

PUBLIC COMMENTS: County Manager Bobby Outten discussed the possibility of the County building and managing pickleball courts on the site of the former Pamlico Jacks. The Board discussed how many courts could be built, how the court use schedule would work when events were occurring, how and who would scout, bring, and manage tournaments, how long it would take to construct the courts, how long the courts would be there and managed by the County, and what zoning and/or permit information would be necessary for Nags Head Town approval.

Following the discussion, Ms. Judge moved to authorize the Chair, Legal Counsel, and Staff to craft a Memorandum of Agreement (MOA) with the County and to bring that MOA back to the Board for final approval. Second by Mr. Overman. There was no discussion. The motion passed unanimously (11-0).

FISCAL YEAR 2024-25 MARKETING OVERVIEW: Lee Nettles, Hoffman York, and Ignite Social Media provided an overview of the marketing efforts for the upcoming fiscal year (presentations on file).

CHAIR/STEERING COMMITTEE: The Chair reviewed the following Long Term Restricted Grant extensions requests:

- *Tourism Impact Grant:* Outer Banks Forever requested an extension to December 31, 2024. Weather and supply chains issues have caused a delay. Mr. Robinson moved to approve an extension to December 31, 2024. Second by Mr. Gray. There was no discussion. The motion passed unanimously (11-0).

- *Long Term Unappropriated Grant:* Roanoke Island Historical Association requested an extension to December 31, 2024. The project is complete but the Association is working with the National Park Service on signage acknowledging the grant from the Tourism Board. Mr. Overman moved to approve an extension to December 31, 2024. 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 2023-2024 were down .59 % compared to 2022-2023.

The Board reviewed the recommendation for an audit firm. Mr. Overman moved to employ Johnson, Mizelle, Straub, and Consolva to conduct the annual audit for the next three years. Second by Mr. Gray. There was no discussion. The motion passed unanimously (11-0).

FISCAL YEAR 2024-2025 BUDGET: Diane Bognich gave an overview of the proposed budget for Fiscal Year 2024-25. Mr. Robinson moved to adopt the Fiscal Year 2024-2025 Budget Ordinance. Second by Mr. Hess. There was no discussion. The motion passed unanimously (11-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles noted a letter signed by the Bureau to U.S. Congress regarding the remaining clean-up work to be done at the Buxton Beach, and an award from the Elizabethan Gardens for work with the non-profits.

Jeff Schwartzberg reviewed a promotional video for, and activation plans for, the Outer Banks Promise.

Lorrie Love noted the upcoming marketing webinar for industry partners; that Kill Devil Grill was the winner of the 2nd Annual Soft Shell Crab Week; and reminded Board members to mark their calendars for the November 7 Tourism Summit.

Aaron Tuell talked about a recent appearance on WAVY TV 10 and other recent media efforts.

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

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

BOARD MEMBER COMMENTS: Mr. Ballog talked about the 12 Bars of Christmas event. Ms. Judge brought the idea of using the school buses to help move J1 students around the beach. Mr. Clissold thanked the Board for the Vusic grant. The Chair noted completion of a road drainage project in Duck.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, August 15, 2024 at 9:00 a.m. at the Outer Banks Visitors Bureau Administrative Office, One Visitors Center Circle, Manteo, NC 27954.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:40 a.m.

ATTESTED:



Clerk, Dare County Tourism Board