

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
LONG-RANGE TOURISM MANAGEMENT PLAN SPECIAL COMMITTEE
WEDNESDAY, FEBRUARY 7, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Dennis Robinson, Chair; Mark Ballog (virtual), Karen Brown, Tim Cafferty, Shannon Castillo, Jamie Chisholm, Donna Creef, Augusta Feldmann, Mary Helen Goodloe-Murphy, Nick Graham, Dave Hallac, Natalie Kavanagh (virtual), Elizabeth Morey, Lee Nettles, Bobby Outten, Mike Remige, Chris Sawin, Ronnie Sloan, Tim Sweeney, and Chris Vlahos (virtual). [Full list of member representation attached].

EXCUSED ABSENCE: Jessica Barnes, Reide Corbett.

STAFF:

Jeff Schwartzberg, Community Engagement Manager
Amy Wood, Clerk to the Board/Administrative Specialist
Diane Bognich, Director of Administration
Lorrie Love, Tourism Sales and Events Manager

OTHERS ATTENDING: Sam Walker, Katie Morgan, Charlie Parker, Allen Poole.

The meeting was called to order at 9:00 a.m. The Chair welcomed everyone and the Committee members introduced themselves.

Jeff Schwartzberg reviewed the process, and progress, on the Long-Range Tourism Management Plan, creation of the Special Committee, and the strategic goals before it.

This meeting focused on Strategic Goal 1: Strengthen resident and visitor engagement. Jeff Schwartzberg reviewed the programs already in place to help with this goal - the grants program, work with the non-profits, including the upcoming mission mixer on April 11, 2024, and voluntourism.

The Committee discussed how to help smaller non-profits with voluntourism, a central place online to list voluntourism opportunities, and how to work with organizations to help promote these opportunities.

The Committee discussed how to communicate with residents, to hear them, not just talk to them. The Committee felt it was important to communicate what the committee could do about certain issues, and how to be a conduit for those decision makers who are able to address issues that the Tourism Board cannot, reaching out to the younger generation and minority communities, use of "tourism ambassadors," and the inclusion of non-resident property owners.

The Committee discussed a tourism pledge. While the Committee was in favor of a pledge, they felt the draft presented was too long. Staff will work on a shorter pledge to bring back to the Committee.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting will be Wednesday, March 13, 2024 at 9 a.m.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:55 a.m.

ATTESTED:



Clerk, Dare County Tourism Board