

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
LONG-RANGE TOURISM MANAGEMENT PLAN SPECIAL COMMITTEE
WEDNESDAY, NOVEMBER 20, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Dennis Robinson, Chair; Mark Ballog, Shannon Castillo, Jamie Chisholm, Reide Corbett, Donna Creef, Augusta Feldmann, Elizabeth Morey (virtual), Lee Nettles, Bobby Outten, Mike Remige, and Tim Sweeney.

EXCUSED ABSENCE: Jessica Barnes, Karen Brown, Tim Cafferty, Mary Helen Goodloe-Murphy, Dave Hallac, Natalie Kavanagh, Nick Graham Chris Sawin, Ronnie Sloan, and Chris Vlahos.

STAFF:

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

OTHERS ATTENDING: Charlie Parker.

The meeting was called to order at 9:01 a.m.

Tim Sweeney moved to approve the minutes from the October 9, 2024 meeting. Second by Augusta Feldman. There was no discussion. The motion carried.

The Chair welcomed the Committee and encouraged them to continue to think about the Long-Range Tourism Management Plan (LRTMP) over the next several weeks while the Committee takes a short break from meeting. He then reviewed the OBX Tourism Summit for those who did not attend.

The Committee discussed hosting town halls in Q1 2025. The goal of the town halls is to get feedback from residents and to provide a general update on the LRTMP progress and goals. The Committee discussed hosting four events, two on Hatteras Island, one Roanoke Island and one on the northern beaches. The Committee also discussed collaborating with East Carolina University on the town halls that they are scheduling during the first part of 2025 to explore resident sentiment towards workforce housing in our community.

COMMUNITY ENGAGEMENT MANAGER REPORT: Jeff Schwartzberg and the Committee discussed the potential for a tourism summit for students, in collaboration with Dare County Schools.

COMMITTEE MEMBER UPDATES: Donna Creef noted the housing task force would release its 2024 year-end report in December. Mike Remige reported on an additional grant to complete wildlife-friendly lighting at Jennette's Pier. Jamie Chisholm noted work on introducing the OBX Promise to trade show attendees and future groups that visit the Outer Banks to encourage them to adopt the principals of the Promise when they arrive. Tim Sweeney thanked Lee Nettles and Jeff Schwartzberg for speaking to the Travel & Tourism class at College of the Albemarle. Mark Ballog noted restaurants were gearing up for the holidays and that housing for employees remained an issue.

COMMITTEE MEMBER UPDATES (continued): Shannon Castillo shared her excitement about the student tourism summit. Reide Corbett encouraged the Committee and Dare County to be proactive in their thinking about current and potential environmental and climate-related issues (Highway 12, for example). Bobby Outten suggested talking to County employees and encouraging them to promote the tenants of the long-range plan. Augusta Feldman noted the importance of hospitals in critical areas, the Blue Zone meetings, and health tourism. Lee Nettles showcased a video highlighting voluntourism and discussed The Outer Edge (the Bureau’s new long-form video series). Dennis Robinson congratulated Dave Hallac on receiving the Stephen T. Mather Award, a national honor for unparalleled dedication to protecting unique national park resources at all odds.

PUBLIC COMMENTS: Charlie Parker suggested Outer Banks Ambassadors. These ambassadors could walk the beaches and serve as an information point for visitors and locals alike about the long range plan and OBX Promise.

SET DATE, TIME, AND PLACE OF NEXT MEETINGS: The next meetings will be Wednesday, January 8th, February 12th, and March 12th, 2025, at 9 a.m.

The Chair asked if there was any further business before the Committee. Hearing none, the Chair adjourned the meeting at 9:58 a.m.

ATTESTED:

Amy S. Wood

Clerk, Dare County Tourism Board