

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, MARCH 15, 2018
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Myra Ladd-Bone, Chair; Wally Overman, Vice-Chair; Tonia Cohen, Secretary; Pat Weston, Treasurer; Bambos Charalambous, Assistant Treasurer; Nancy Caviness, Webb Fuller, Mike Hogan, Chris Nason, Bobby Owens, David Pergerson, Jeff Pruitt, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: George Banks, III.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Lorrie Love, Tourism Sales and Events Manager
Amy Wood, Clerk to the Board/Administrative Specialist

OTHERS: Mark Dowdle, Deputy Superintendent, Outer Banks Group, National Park Service; Philip Ruckle, *The Coastland Times*; Mike Tillett, Cruisin' OBXSS/OBX Crusin' Car Show; Kathleen Loescher, Vanessa Williams, Andrea Powell, Ryan Sweeney, and Taryn Szarek, Ignite Social Media.

The meeting was called to order at 9:00a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

APPROVAL OF AGENDA: The Chair asked to move New Business forward on the agenda. Mr. Fuller moved to approve the agenda as amended. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Ms. Weston moved to approve the February 15, 2018 meeting minutes. Mr. Hogan seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Deputy Superintendent Dowdle noted that the campgrounds would open March 30th and the Lighthouses would open in mid-April.

Mike Tillett discussed a 2019 Spring Cruising event, which would bring car enthusiasts to the area and incorporate visits to restaurants and attractions over a three-day period.

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2017-2018 are up 4.17% over 2016-2017 actual receipts.

Diane Bognich reviewed the budget amendments. Overage from the occupancy tax collections was added to the Fireworks Grant line item in the amount of \$6,000 and to the General Fund in the amount of \$112,875 for the event grants; \$4,800 for Aycock Brown Welcome Center (for salaries and office supply replacement after a water leak). The Board discussed how the collections are broken out into percentages within each line item and fund and how budgeting is done for the items.

Mr. Charalambous moved to approve the Budget Amendment for the Fiscal Year 2017-2018. Mr. Fuller seconded. There was no further discussion and the motion passed unanimously.

STEERING COMMITTEE REPORT: The Chair reviewed the fireworks grant requests. Mr. Overman noted that the Committee increased the grant total amount and grant awards to reflect the increase in the cost of firework shows over time.

Mr. Overman then moved to award the following:

Organization	Recommended Award Amount
Avon Property Owners Association	\$10,750
Town of Kill Devil Hills	\$11,750
Town of Manteo	\$11,750 (includes barge estimate)
Town of Nags Head	\$11,750

Mr. Charalambous seconded. There was no further discussion and the motion passed unanimously. Lee Nettles noted that the grant awards were matching grants and were eligible for up to 50% of the grant request total.

GRANTS AND LOCAL PUBLIC RELATIONS REPORT: Chris Nason reviewed the recommendations of the Grant Committee. Lee Nettles noted that this was first time that established events (as the Established Event Grant was abolished) were considered alongside the new events. Mr. Nason then moved to award the following Event Grants:

<u>Organization</u>	<u>Event</u>	<u>Award Amount</u>
Beach Food Pantry	5th Annual Chefs Challenge	\$ 3,000.00
Chicamacomico Historical Assoc.	Chicamacomico Thanksgiving on Hatteras	\$ 5,000.00
Dare Co. Arts Council	Outer Banks Veteran's Week	\$ 6,000.00
Dare Co. Arts Council	Surfalorus Film Festival	\$ 6,000.00
ESC OBXNC District	ESA Easterns Surfing Championships	\$ 18,000.00
Elizabethan Gardens	WinterLights	\$ 20,000.00
Hatteras Island Youth Ed. Fund	Surfin' Turkey 5k & Puppy Drum Fun Run	\$ 6,500.00
Hatteras Village Civic Assoc.	Day at the Docks	\$ 12,000.00
OBX Pride	Outer Banks Pride Fest	\$ 20,000.00
Outer Banks Anglers Club	Cobia Commotion	\$ 15,000.00
Outer Banks Seafood Festival	Seafood Festival	\$ 35,000.00
Outer Banks Sporting Events	Outer Banks Marathon	\$ 27,500.00
Outer Banks Sporting Events	Outer Banks Triathlon	\$ 15,000.00
Outer Banks Wedding Assoc.	Wedding Weekend Expo & Tour	\$ 5,000.00
Outer Banks Wrestling Club	Beast of the Beach	\$ 4,000.00
Roanoke Island Historical Assoc.	Lost Colony Wine & Culinary Festival	\$ 20,000.00
Rogallo Foundation	Outer Banks Brewtag	\$ 10,000.00
Town of Duck	Duck Jazz Festival	\$ 11,000.00
Town of Manteo	Maritime Museum Wooden Boat Show	\$ 6,000.00
Town of Manteo	New Year in the New World	\$ 17,500.00
Town of Nags Head	Farmers Market at Dowdy Park	\$ 8,125.00
	TOTAL AWARDED AMOUNT	\$ 270,625.00

Mr. Owens seconded. Mr. Charalambous asked how the Committee arrived at the recommended amounts; Mr. Nason responded that the Committee reviewed each grant and the economic impact it would have and the potential for the event to grow. There was no further discussion and the motion passed unanimously.

NEW BUSINESS: Legal Counsel discussed the easement request (attachment A) from Verizon Wireless, seeking to access a power pole owned by Dominion Power, on the South Beach Grill property and at this time, the pole is not located on the property but in the right away. The Board discussed the terms offered by Verizon, which are standard in the industry, and other terms/requirements of both parties. Mr. Fuller noted that the Bureau and Town would need to talk to Dominion Power regarding placement of the pole when the Bureau begins to develop the site for use.

Mr. Overman moved to allow Legal Counsel, Chair Ladd-Bone, and staff to create an agreement with Verizon regarding the easement. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

The Board took a five-minute break. The meeting resumed at 9:55 a.m.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles previewed the new television campaign, which starts mid-March and runs through April (on file).

Ignite Social Media reviewed strategy and growth of social media for the Outer Banks (attachment B).

Lorrie Love reviewed the recent sales mission to Toronto and two upcoming kitesurfing events coming to the Outer Banks, and the upcoming Dock Dogs and Woofstock (May) and Food Truck (June) events at The Soundside. Lee Nettles touched on recent media coverage and articles about the Outer Banks.

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

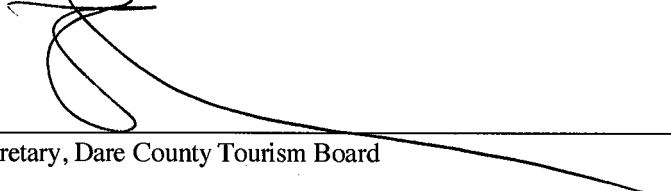
BOARD MEMBER COMMENTS: There were no Board member comments.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, April 19, 2018 at 9:00 a.m. at Captain George's Restaurant, Mile Post 8.5, Kill Devil Hills.

Mr. Charalambous moved to adjourn. Ms. Weston seconded. There was no discussion and the motion passed unanimously.

The meeting was adjourned at 10:15 a.m.

ATTESTED:


Secretary, Dare County Tourism Board

March 6, 2018

Myra Ladd-Bone – Chair
Dare County Tourism Board
1 Visitors Center Circle
Manteo, North Carolina 27954

Re: Verizon proposal for an access easement to a Dominion Energy utility pole located at 6806 S. Virginia Dare Trail, Nags Head, NC 27959

Dear Mrs. Ladd-Bone,

My name is Richard Dunn and I work for Network Building + Consulting, LLC, as a consultant for Verizon Wireless. I would like to ask for your help.

Verizon Wireless is adding capacity in the Outer Banks to improve data coverage for wireless devices (smart phones & tablets). Additional data capacity is needed during the tourist season. Verizon Wireless would like an easement to allow access to the Dominion Energy utility pole located on your property. The access easement will allow Verizon to work on the utility pole from the street and right-of-way.

Verizon Wireless offers a standard one-time utility access fee of \$1,000.00 for a 25-year access easement agreement.

I would like the opportunity to further discuss the easement with you and the Board. Please contact me at 804-357-4580 or via email at rdunn@nbcllc.com.

Thank you for your help and I look forward to hearing from you.

Sincerely,

Richard Dunn
rdunn@nbcllc.com
Site Acquisition Specialist – Verizon Wireless

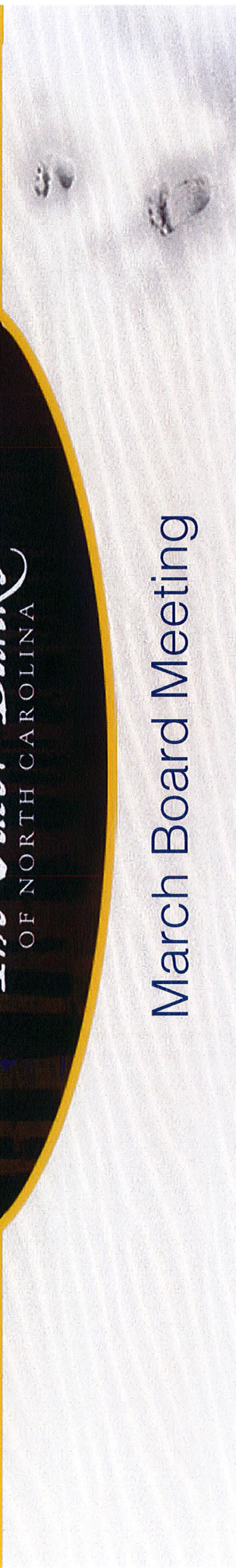
NETWORK BUILDING + CONSULTING
4435 Waterfront Drive | Suite 100 | Glen Allen, VA | 23060
804.357.4580 | networkbuilding.com

NB+C
TOTALLY COMMITTED.

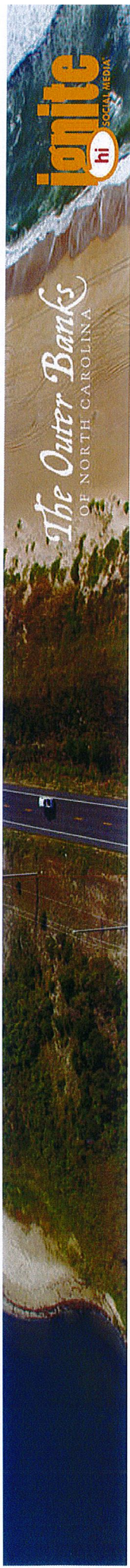


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March Board Meeting



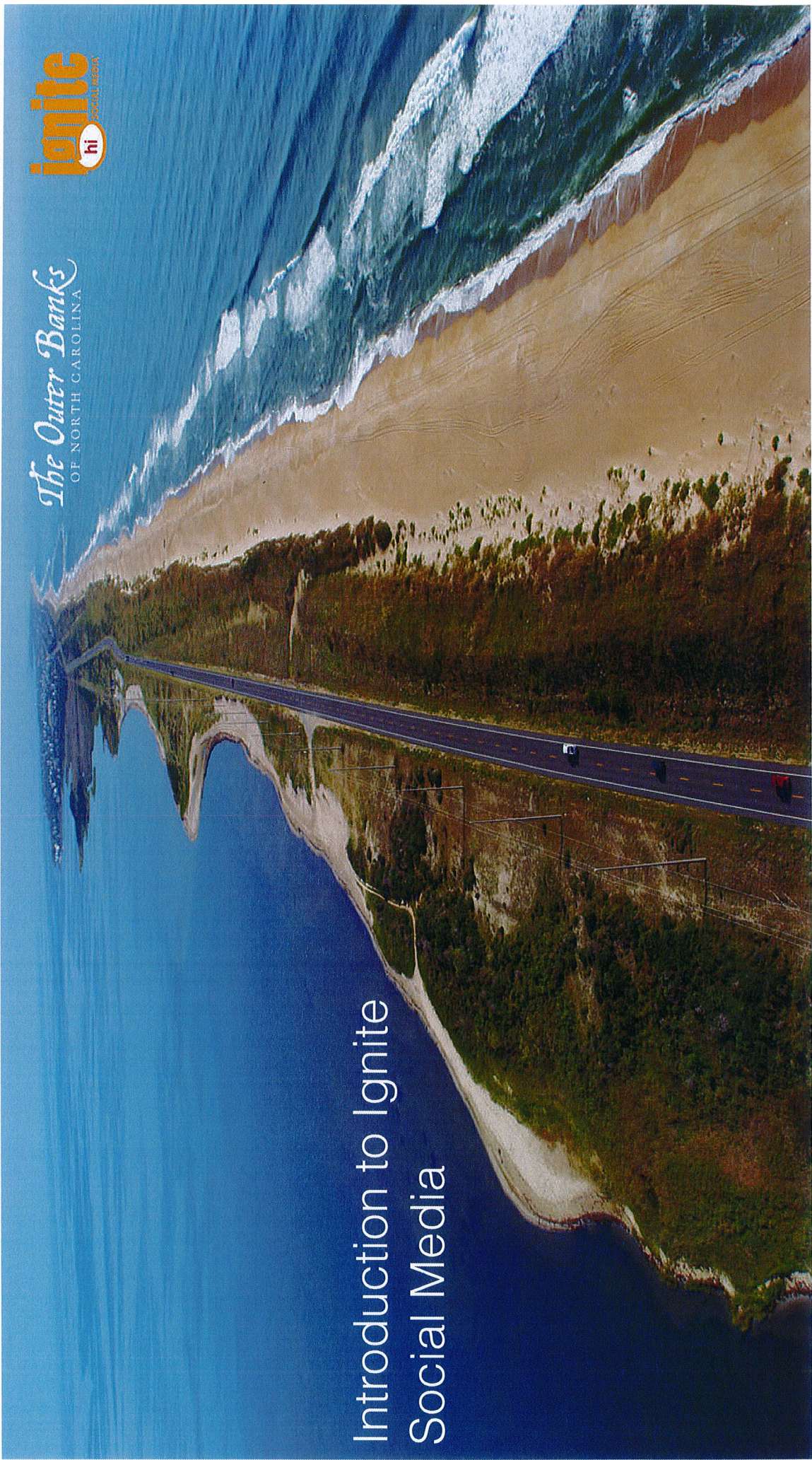
Attachment B 3-15-18



Agenda

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- Introduction to Ignite Social Media
- Social Strategy Overview + Trends
- Measuring Success



Introduction to Ignite Social Media

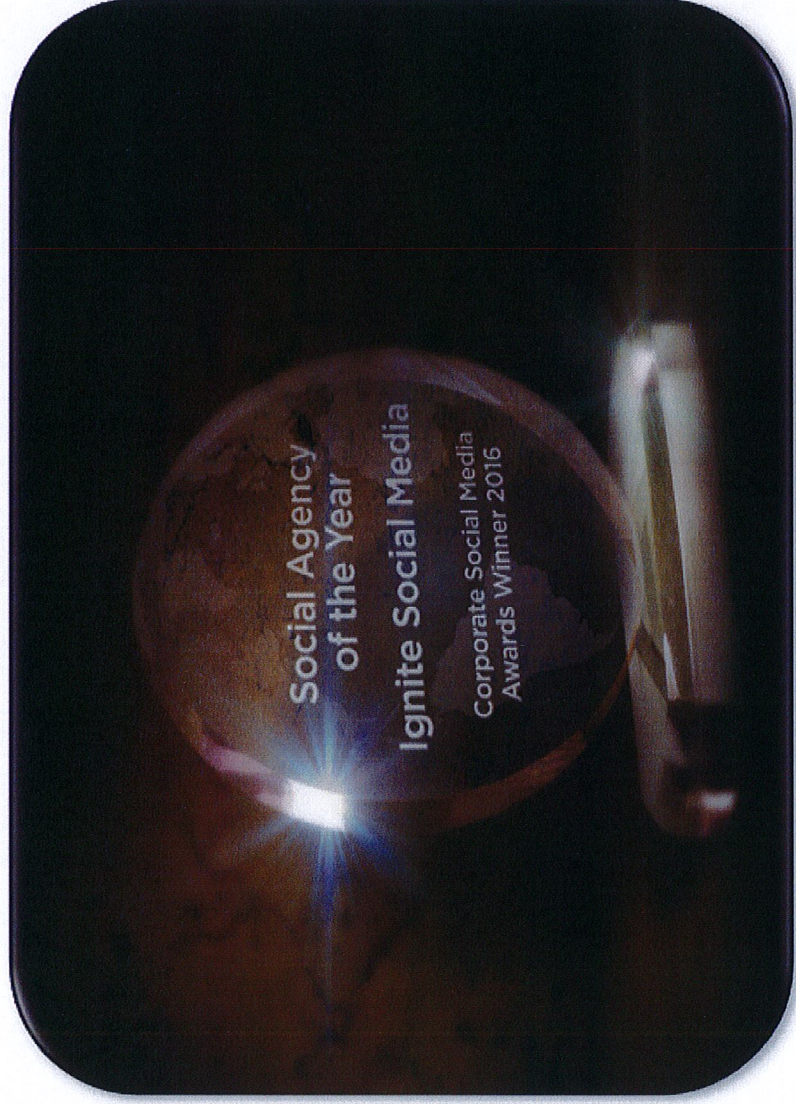
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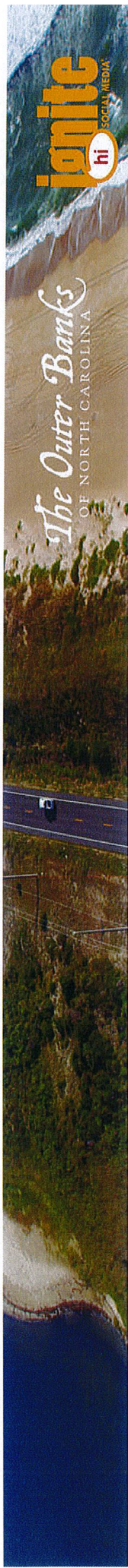
Our Mission

To transform the world of marketing through social media



Founded in 2007, Ignite Social Media was created to offer **leading consumer brands** the services of a full service agency **dedicated exclusively to social media marketing.**

10+ Years
100+ Holistic Strategies



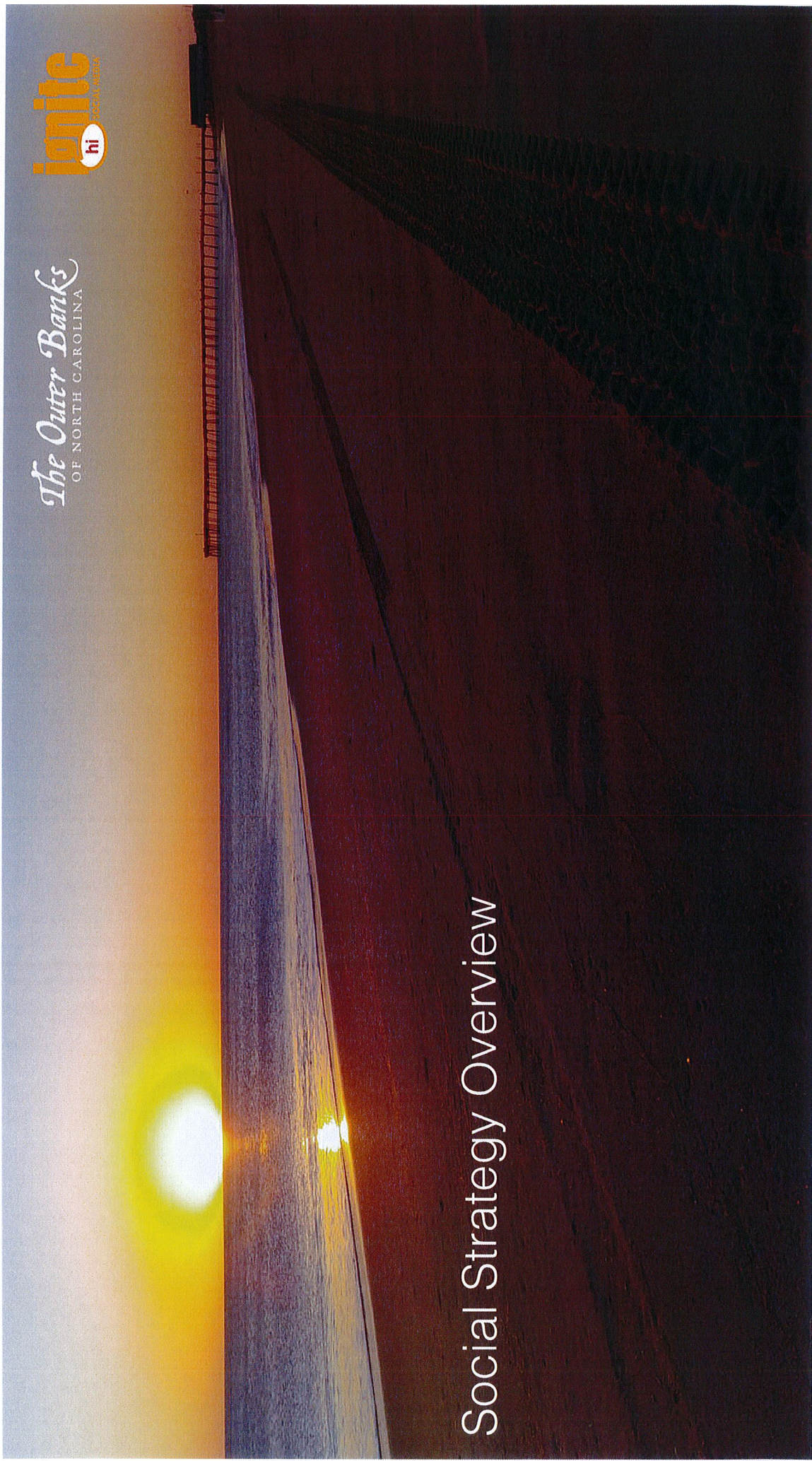
OBX Social Team



The Outer Banks
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Social Strategy Overview





Social Objectives

BUSINESS OBJECTIVES

Increase overnight visitation to Dare County's Outer Banks with particular emphasis on spring and fall shoulder seasons

MARKETING OBJECTIVES

Connect people to the Outer Banks, year-round, in ways that no other media outlet or organization does

SOCIAL STRATEGY

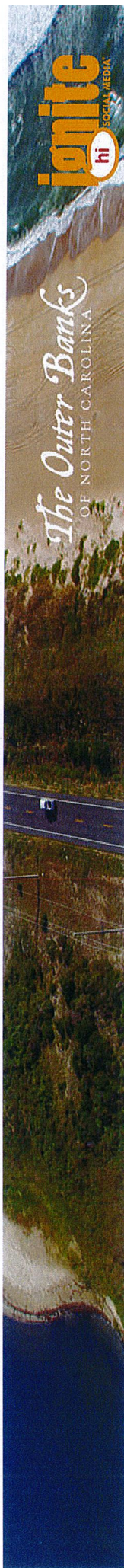
Elevate the OBX as a year-round destination and drive purposeful engagement with our visitors

Actions

Increase referrals, deepen engagement with fans and have them advocate on behalf of OBX

Awareness

Increase awareness of the OBX as a year-round destination



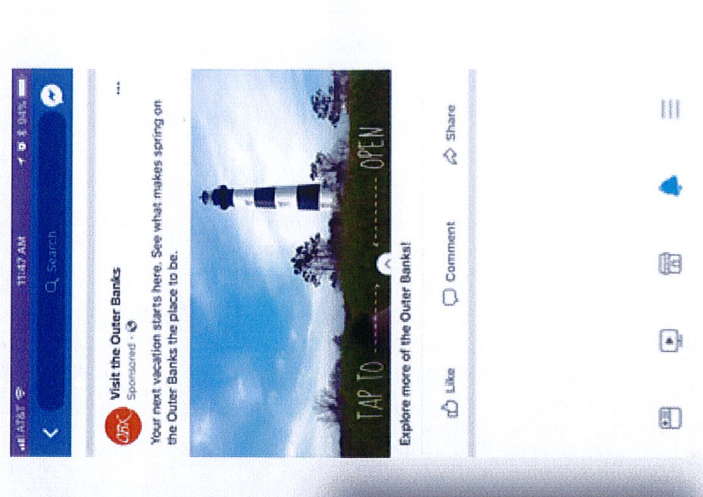
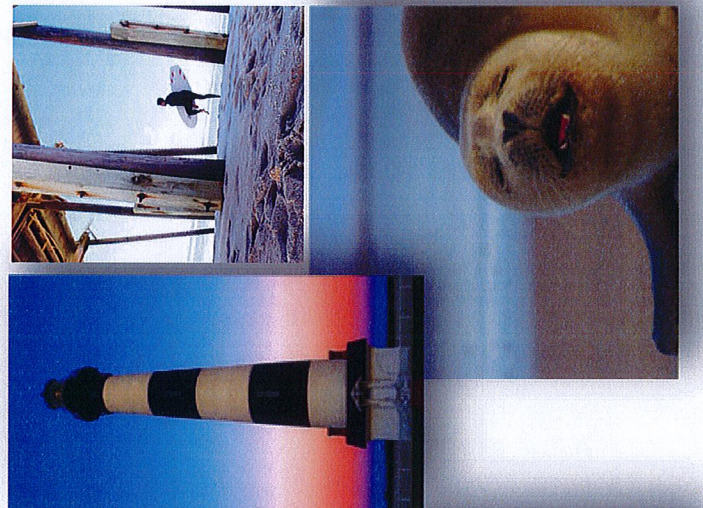
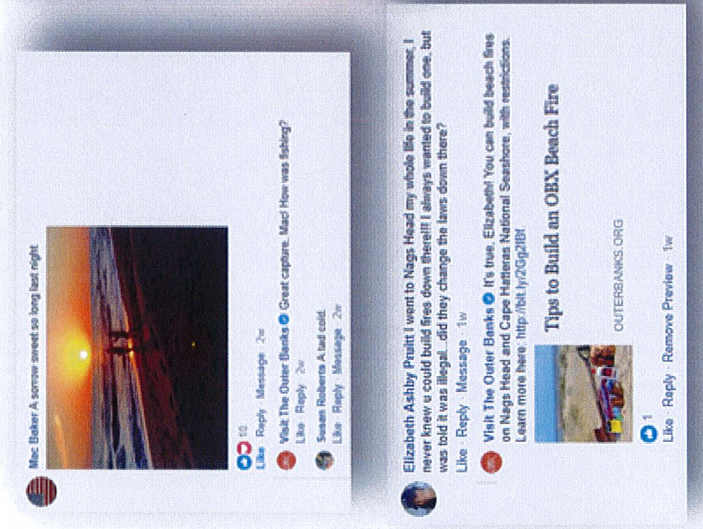
Content that Engages All Audiences

Provide helpful information and be a go-to resource

Create meaningful one-on-one engagement by interacting with fans

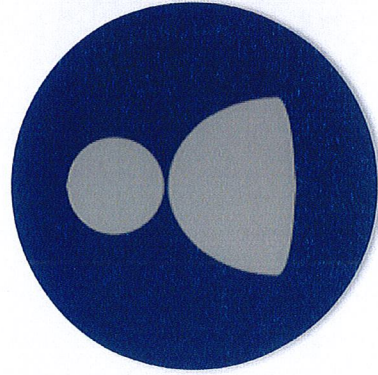
Build an emotional connection through UGC

Strengthen loyalty through unique content & experiences





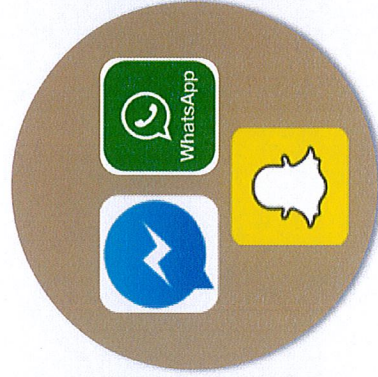
Social Trends



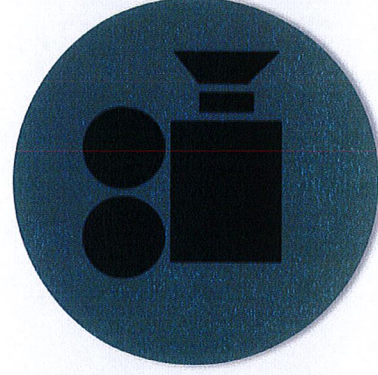
- 98% digital users on social
- Multi-networker- 8 accounts
- 2+ hours/day on social



- Passive networking on Facebook & Twitter
- More active on YouTube, Pinterest and Instagram



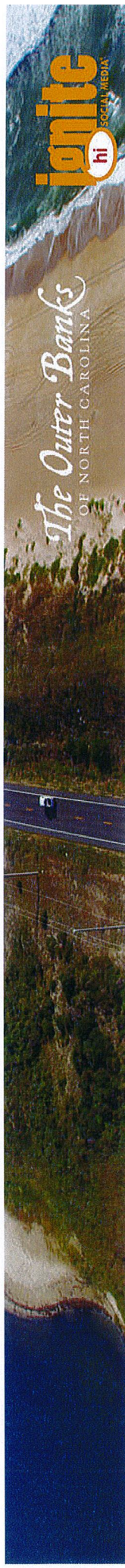
- More people are moving to 1 to 1 messaging apps
- Signals shifts on how people are sharing and spending time online



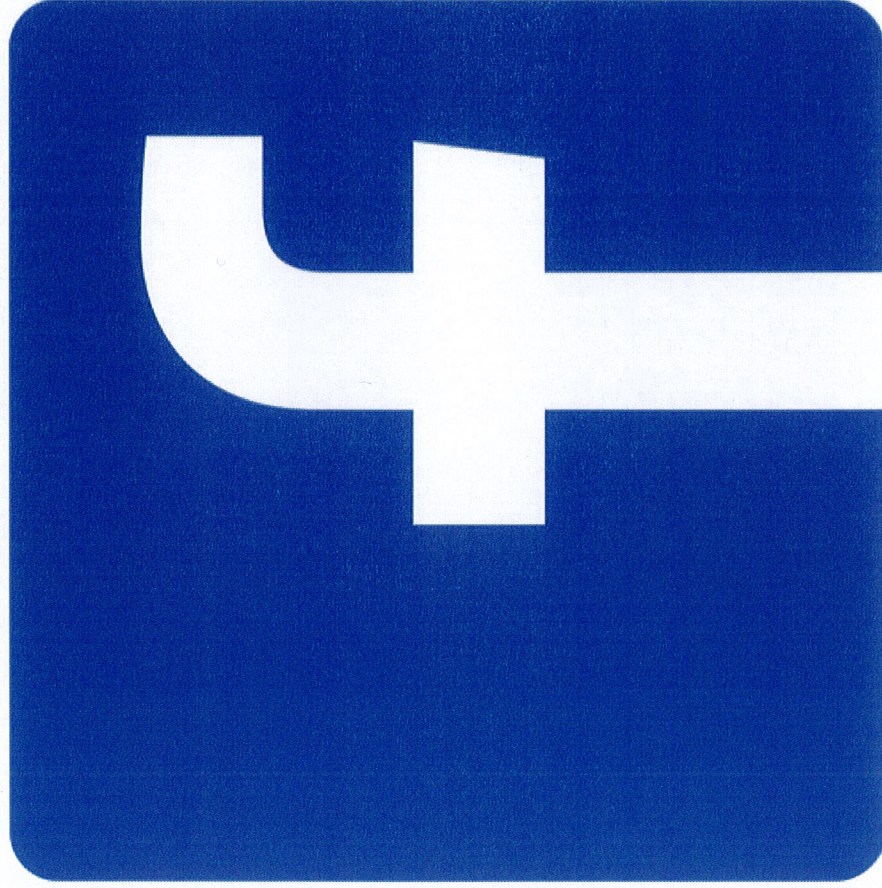
- Users spend ~6 hours/week watching video on social media
- Video sometimes is prioritized in the feed



- Customer service and social are even more integrated
- Almost half of users expect a personalized answer within an hour



Facebook Trends



News Feed Update

Change attempts to show users more “meaningful content” from their friends, and less content from brands and businesses.

We have emphasized content that drives conversations and interaction to combat the update.

New Travel Ad Units

Facebook has a new ‘Trip Consideration’ ad aimed to reach trip-takers in the early stages of consideration based on behaviors and actions they are taking on Facebook or Instagram.

We will be testing this when it becomes available.



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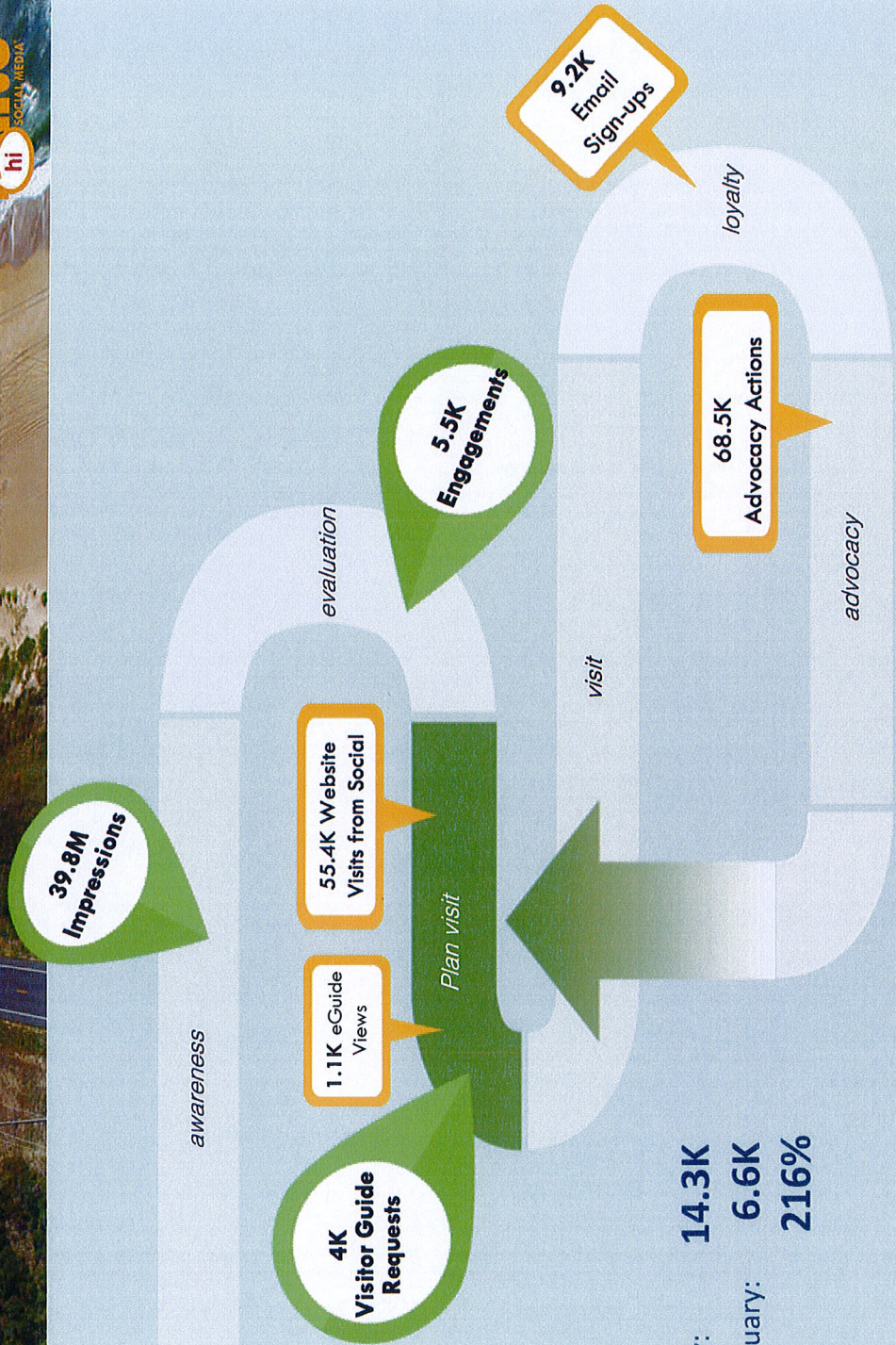
ignite
hi SOCIAL MEDIA

Measuring Success

WILL THE HILLS OPEN THE WAY
LIFE CALLED BY THE NAME OF THE
BEACH HOUSE
LIFE CALLED BY THE NAME OF THE
LIFEGUARD



Visitor Engagement Journey FY 2018 YTD
7/1/2017-2/28/2018



Total conversions through February: **14.3K**
 Expected conversions through February: **6.6K**
 Performance to expected trend: **216%**



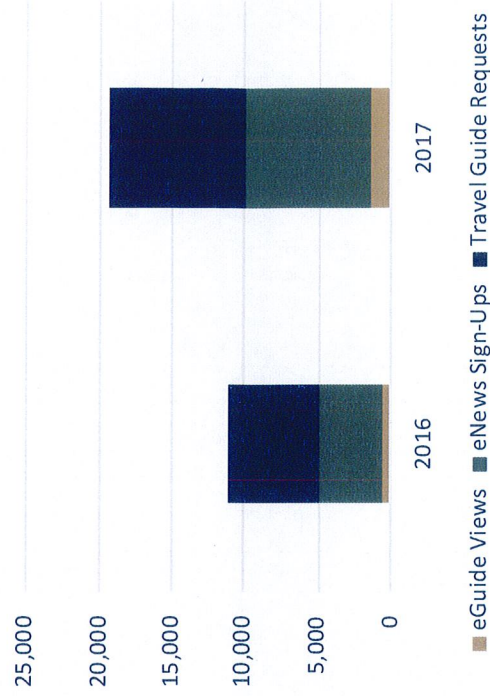
Calendar Year Growth

Jan. 1, 2016 – Dec. 31, 2016. vs. Jan. 1, 2017 – Dec. 31, 2017

58% Increase in Travel Guide Requests	92% Increase in eNews Sign-Ups	148% Increase in eGuide Views	76% Increase in Total Conversions
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- Social media marketing efforts generated **59 million impressions** in 2017, an increase of 20%.
- Content resulted in over **6.9 million engagements** in 2017, an increase of 88%.
- Additionally, fans shared Outer Banks content with their social communities over **104 thousand times** and viewed pages on the website over **215 thousand times**.

Conversions: 2016 vs. 2017

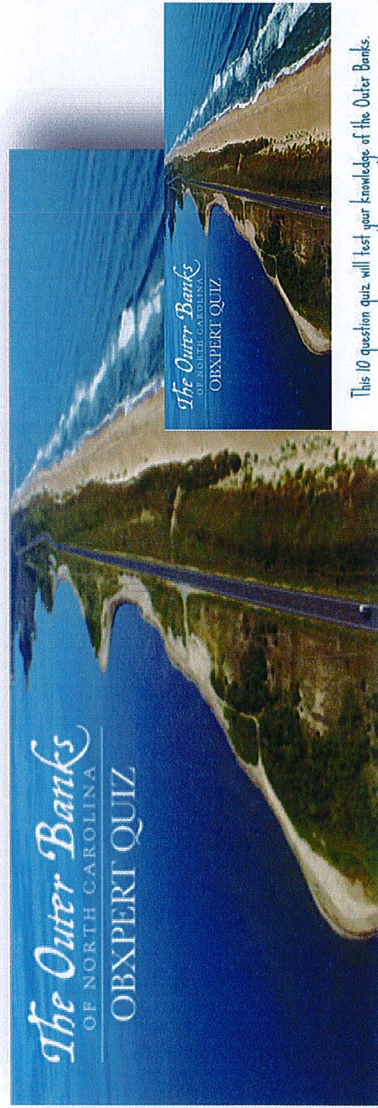




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OBXpert Program & Award Nomination



HONORING THE BEST OF SOCIAL MEDIA SHORTY AWARDS

WELCOME TO THE OUTER BANKS
Entered in **LARGE MEDIA BUYING STRATEGY**

ignite hi SOCIAL MEDIA

This 10 question quiz will test your knowledge of

At the end of the quiz you will get your results and be able to opt-in to a sweepstakes card and a custom OBX Virtual Realty Viewer. Good lu



#1. All of the OBX beaches are great, but which one appeared on Travel Channel's list of 'Top Beaches in America'?



OBJECTIVE

Visit the Outer Banks of North Carolina (Outer Banks) came to us seeking a partner to **drive engagement and increase off-season travel using social media**. Their overall objective: elevate the Outer Banks as a year-round destination to new fans and repeat visitors with existing fans. On social media, the goal was to extend the engagement they were seeing on their existing content as well as drive to key pages on their website that indicate intent to visit. These intent pages were comprised of a free downloadable travel guide and newsletter sign-up for ongoing communication.

The desired target audience was females in their mid-20's to mid-60's, with families, and located on the east coast of the United States. Research identified this group as those who are typically researching and booking vacations for their families and friends. The focus on specific geo-locations was important as we knew that most of their visitors are within driving distance to the Outer Banks.

STRATEGY

To drive visitation of the Outer Banks during the off season, we developed a paid social media strategy that outlined our objectives, targeting, placements, ad units, optimizations and success KPIs.

SHARE THIS ENTRY

CONTACT CREATOR

PRODUCED BY
Ignite Social Media, The Outer Banks of North Carolina

LINKS

<https://www.facebook.com/TheOuterBanks/>
<https://www.instagram.com/theout...>

ENTRY CREDITS

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Marketing Manager at Ignite Social Media