

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, MARCH 17, 2022
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Tim Cafferty, Chair; Monica Thibodeau, Vice Chair; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; Gray Berryman, Bambos Charalambous, Leo Holland, Bobby Owens, Dennis Robinson, and Jay Wheless, Legal Counsel.

Via GoToMeeting: Jamie Chisholm, Secretary; Mark Ballog, and Mike Siers (arrived at 9:20 a.m.)

EXCUSED ABSENCE: David Hines.

STAFF (in person):

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
Stephanie Hall, Senior Content Coordinator

OTHERS ATTENDING:

Via GoToMeeting: Michael Barber, Public Affairs Officer, National Parks of Eastern North Carolina, National Park Service.

In-Person: Dave Hallac, Superintendent, National Parks of Eastern North Carolina, National Park Service; and Jessica Barnes, Outer Banks Forever.

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 Ms. Thibodeau. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson and Monica Thibodeau.

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

APPROVAL OF MINUTES: Mr. Charalambous moved to approve the meeting minutes from February 17, 2022 meeting. Second by Ms. Ingram. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson and Monica Thibodeau.

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

NATIONAL PARK SERVICE YEAR IN REVIEW: Superintendent Hallac made a Year in Review Presentation (attached and on file). Superintendent Hallac discussed ongoing efforts regarding homes along the National Seashore that are in danger of collapsing, and efforts to modernize the campgrounds in the seashore.

PUBLIC COMMENTS: Jessica Barnes spoke about the role and mission of Outer Banks Forever. No written comments were received.

CHAIR/STEERING COMMITTEE REPORT: The Chair and Lee Nettles reviewed the following July 4th Fireworks Grant award recommendations:

- Avon Property Owners Association \$15,000.00
- Town of Kill Devil Hills \$12,200.00
- Town of Manteo \$15,300.00
- Town of Nags Head \$12,500.00

Following the review, Mr. Bateman made a motion to award the July 4th Fireworks Grants as presented. Second by Mr. Charalambous.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

Lee Nettles reviewed the draft RFP for Long Range Planning Research and Consultation. Ms. Thibodeau moved to approve the Long Range Planning Research and Consultation RFP. Second by Mr. Berryman.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

The Chair and Legal Counsel reviewed the Restricted Fund use clarification opinion. Jay Wheless noted he had spoken with a firm that has occupancy tax expertise and experience working with the North Carolina Legislature and recommended hiring the firm to review the enabling legislation and offer an opinion on the use of the Restricted Fund. There was no objection to hiring the firm.

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2021-2022 are up 18.59% compared to 2020-2021 actual receipts.

GRANTS & LOCAL PUBLIC RELATIONS: Ms. Chisholm reviewed and moved to recommend the following event grant awards:

<u>Organization</u>	<u>Event</u>	<u>Recommend Award</u>
Chicamacomico Historical Association	Chicamacomico Thanksgiving Festivities	\$1,000.00
Dare County Arts Council	Outer Banks Veterans Week	\$7,000.00
	Surfalous Film Festival	\$7,500.00
Dare County Motorsports Charity Group	OBX Bike Fest South	\$18,000.00
Eastern Surfing Association	ESA Eastern Surfing Championship	\$20,000.00
First Flight High School	Good Guys Vs. Cancer Basketball Showcase	\$12,200.00
Garage Band Charities	OBX Rod & Custom Fall Celebration	\$3,500.00
Hatteras Island Youth Education Foundation	Surfin Turkey 5k & Puppy Drum Fun Run	\$6,500.00
Mustang Outreach Program	Vusic Fest Events	\$15,000.00
Nags Head Surf Fishing Club	Boyden Memorial Youth Fishing Tournament	\$1,500.00
	Nags Head Surf Fishing Tournament	\$4,000.00
NC Beach Buggy Association	NCBBA Red Drum Tournament	\$4,500.00
Outer Banks Conservationists	Island Farm Pumpkin Patch <i>To be used for marketing & advertising</i>	\$5,500.00
Outer Banks Seafood Festival	Outer Banks Seafood Festival	\$35,000.00
Outer Banks Sporting Events	Outer Banks Marathon	\$20,000.00
Town of Kill Devil Hills	First Flight Holiday Markets	\$3,500.00
<i>Total Recommended Amount</i>		<i>\$164,700.00</i>

Second by Ms. Ingram. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Noted *The Coastland Times* article regarding the Wright Brothers Tribute Museum. He noted that, on the Aycock Brown Welcome Center Site, North Carolina Department of Transportation owned the land, Dare County owned the building, and the Bureau operated the Welcome Center, and that how the proposed museum would impact the welcome function was still unknown at this point.
- Reminded the Board of the upcoming Economic Summit featuring Doug Griffiths and that he would speak to the Board at a later date [later set for June 30, 2022].
- Reviewed the Marketing Dashboard and visitation. He briefly touched on Fiscal Year 2022-23 marketing efforts-focusing on “better” visitors-those that will be stewards and advocates for the area and testing TikTok in the social media channels.

Lorrie Love reported on group tours coming to the Outer Banks. Aaron Tuell reviewed recent press releases, itineraries, and media coverage of the Outer Banks.

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

NEW BUSINESS: Mr. Holland noted that the Town of Southern Shores passed a resolution in support of the Mid-Currituck Bridge and asked the Tourism Board to consider passing a similar resolution at the April meeting [as an agenda item].

BOARD MEMBER COMMENTS: The Chair noted that the “Tim & Lee” stewardship presentations were on-going and if any town or organization would like to have a presentation to reach out to Lee.

Mr. Charalamous asked if there was any progress on setting a public meeting for the event center. Lee Nettles noted that it was still in the works but did want to get the restricted fund use opinion before moving forward.

Mr. Robinson noted that shoaling the Hatteras channel was still a major issue and impacting tourism.

Mr. Berryman noted that the Outer Banks Association of RELATORS®, working with property managers, was compiling their occupancy data to help show what the upcoming year was looking like for short term rentals.

Ms. Thibodeau noted there was a new director for The Lost Colony.

Ms. Chisholm noted that hotel occupancy was starting to level out but rates for the spring and summer season remained strong.

Mr. Ballog noted that embassies were re-opening and that international workers were starting to return for the summer.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, April 28, 2022 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 Chair adjourned the meeting at 10:27 a.m.

ATTESTED:



Clerk, Dare County Tourism Board