

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, MARCH 23, 2023
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

Tim Cafferty, Chairman; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; David Hines, Secretary; Mark Ballog, Gray Berryman, Tod Clissold, Tonia Cohen, Richard Hess, Leo Holland, Dennis Robinson, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Monica Thibodeau, Vice Chair.

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
Stephanie Hall, Senior Content Coordinator

OTHERS ATTENDING: Luke Halton, The OBX Way.

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 Mr. Berryman. There was no discussion. The motion passed unanimously (12-0).

APPROVAL OF MINUTES: Mr. Holland moved to approve the meeting minutes from February 16, 2023 meeting. Second by Ms. Cohen. There was no discussion. The motion passed unanimously (12-0).

PUBLIC COMMENTS: Luke Halton shared the recent *The Coastland Times* article about the OBX Way trail.

LONG RANGE TOURISM MANAGEMENT PLAN UPDATE: Shelley Green, with MMGYNextFactor, updated the Board on the Long-Range Tourism Management Plan (attached).

STEERING COMMITTEE REPORT: The Chair reported on the Visit NC Tourism Conference, Auction at the former Pamlico Jack's, open house for the proposed windmill project in Kitty Hawk, and Board member opportunities at events.

The Chair reviewed the Fireworks Grant Award recommendations. Lee Nettles reviewed the process for Restricted Fund Grants.

Mr. Bateman moved to approve the fireworks grants, totaling \$55,000.00, as presented:

- Avon Property Owners Assoc: \$14,525.00
- Town of Kill Devil Hills: \$12,200.00
- Town of Manteo: \$14,525.00
- Town of Nags Head: \$13,750.00

Second by Mr. Siers. There was no discussion. The motion passed unanimously (12-0).

The Chair and Lee Nettles reviewed the request from the Roanoke Island Historical Association and the work done regarding future funding needs. The Board discussed the request.

Mr. Bateman moved to approve a Long-Term Unappropriated Fund Grant to Roanoke Island Historical Association in the amount of \$75,000.00 for purchase of a sound array for *The Lost Colony*. Second by Mr. Hess. There was no discussion. The motion passed unanimously (12-0).

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 5.64% compared to 2021-2022 actual receipts.

Staff reviewed the Fiscal Year 2022-2023 Budget Amendment, which increases the event grant line item, additional monies for research, and for unexpected repairs at the Event Site. Mr. Hess moved to approve the Fiscal Year 2022-2023 Budget Amendment. Second by Mr. Robinson. There was no discussion. The motion passed unanimously (12-0).

GRANTS AND LOCAL PUBLIC RELATIONS REPORT: Lee Nettles reviewed the Event Grant deadlines and process. Ms. Ingram moved to approve the following Event Grant Awards:

<u>Organization</u>	<u>Event</u>	<u>Recommended Amount</u>
Chicamacomico Historical Assoc.	2023 Shuck Hatteras Oyster Festival	\$6,000.00
Community Care Clinic of Dare	2023 Billfish Tournament	\$3,000.00
Dare County Arts Council	2023 Outer Banks Veterans Week	\$7,500.00
	2023 Pride Arts Project	\$3,000.00
	2023 Surfalorus Film Festival	\$5,000.00
Dare Co. Motorsports Charity Group	2023 Outer Banks Fall Bike Fest	\$18,000.00
Dare Co. Veterans Advisory Council	The Wall That Heals	\$25,000.00
Eastern Surfing Assoc, OBNC District	2023 Eastern Surfing Championship	\$19,500.00
First Flight High School	2023 Good Guys vs. Cancer Basketball Tournament	\$13,000.00
First Flight Rotary Foundation	2023 Oink & Oyster Roast	\$2,500.00
Hatteras Island Youth Education Fund	2023 Surfin' Turkey 5k and Puppy Drum Fun Run	\$6,500.00
Just in Case	Halloween on the Banks	\$20,000.00
Nags Head Surf Fishing Club	2023 F. Boyden Youth Fishing Tournament	\$1,500.00
	2023 Nags Head Surf Fishing Tournament	\$4,000.00
NC Beach Buggy Association	2023 Red Drum Tournament	\$5,000.00
OBX Pride	2023 OBX Pridefest	\$10,000.00
Outer Banks Conservationists	2023 Island Farm Pumpkin Patch	\$5,000.00
Outer Banks Home Builders Association	2023 Parade of Homes	\$10,000.00
Outer Banks Seafood Festival	2023 Outer Banks Seafood Festival	\$35,000.00
Outer Banks Sporting Events	2023 Outer Banks Marathon	\$20,000.00
	2023 Ride the Sea Century Ride	\$8,000.00
The Rogallo Foundation	2023 OBX Brewtag	\$10,000.00
Town of Duck	2023 Duck Jazz Festival	\$9,000.00
Town of Manteo	2023 Dare Days	\$20,000.00
<i>Total Amount Requested</i>		<i>\$266,500.00</i>

Second by Mr. Siers. There was no discussion. The motion passed unanimously (12-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Noted Visit NC Tourism Conference attendance and ideas that it inspired.
- Noted the auction April 1st at Pamlico Jack's will have two different times for front and back of the house.
- Updated progress on the Salary Study
- Touched on the Community Foundation Mission Mixer and the work the Bureau is doing with non-profits.
- Marketing Dashboard, with a focus on the website traffic on the release date of OBX (season 3). The Board noted how the season was looking in regarding bookings, particularly in the later part of summer and improvements with J1 workers.
- Potential for Visitor Profile, Sentiment and Satisfaction studies.

Lorrie Love reviewed Outer Banks Soft-Shell Week, recent group sales marketplaces and upcoming events at the Event Site.

Aaron Tuell reviewed recent speaking engagements, press coverage, and upcoming familiarization tours.

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

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

BOARD MEMBER COMMENTS: Mr. Clissold noted the work done on a Social District in downtown Manteo.

Mr. Ballog noted Taste of the Beach weekend events and Soft-Shell Crab Week work.

Mr. Robinson noted the fishing tournaments looked to be strong this year thanks to dredging.

Ms. Ingram noted the Town of Kill Devil Hills had approved the sidewalk and added additional funds to have the project completed before the season.

Ms. Cohen noted the return of school groups and the reopening of hotels under a different brand.

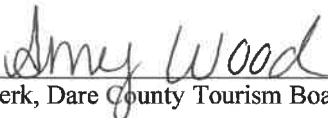
Mr. Hess noted the openings of Marshalls and Target. He also noted that airbnb's "located in less desirable locations [located on the west side for example]" are moving back to long term rentals.

Mr. Holland noted the ruling on the Amicus Brief and donations from the Town of Sothern Shores to The Healing Wall and the Kitty Hawk Elementary School Inclusive Playground.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, April 20, 2023 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:42 a.m.

ATTESTED:



Clerk, Dare County Tourism Board