

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, MAY 24, 2023  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

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

**EXCUSED ABSENCE:** Jay Wheless, Legal Counsel

**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  
Stephanie Hall, Senior Content Coordinator

**OTHERS ATTENDING:** Vice Chair Wally Overman, Dare County Commissioners; Reide Corbett, Executive Director, Coastal Studies Institute; Erika Phillips, The MAPS Group; Shelly Green and Cassandra McAuley, MMGY/NextFactor; Ashley Vaught, Tranquil House Inn.

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. Hess. There was no discussion. The motion passed unanimously (13-0).

**APPROVAL OF MINUTES:** Ms. Thibodeau moved to approve the meeting minutes from April 20, 2023 meeting. Second by Mr. Bateman. There was no discussion. The motion passed unanimously (13-0).

**PUBLIC COMMENTS:** There were no comments made. No written comments were received.

**STEERING COMMITTEE REPORT:** The Chair reviewed the contract with Ocean Builders, Inc. for renovations to, and the building of two additional cubicles in, the Outer Banks Visitors Bureau marketing department, totaling \$115,000.00. The Committee discussed the timing of the project and how it would impact staff and meetings, and the solutions for those impacts. Mr. Hess moved to approve the contract with Ocean Builders. Second by Mr. Robinson. There was no discussion. The motion passed unanimously (13-0).

The Chair reviewed the following resolutions\*:

- 2023-1, *DARE COUNTY TOURISM BOARD RESOLUTION REAFFIRMING ITS LONG-TERM INTENT TO DEVELOP A MULTI USE FACILITY*

Mr. Bateman moved to adopt Resolution 2023-1. Second by Mr. Holland. There was no discussion and the motion passed unanimously. There was no discussion. The motion passed unanimously (13-0).

- *2023-2, DARE COUNTY TOURISM BOARD RESOLUTION SUPPORTING ROANOKE ISLAND HISTORICAL ASSOCIATION AND THE LOST COLONY*

Mr. Hess moved to adopt Resolution 2023-2. Second by Mr. Holland. There was no discussion and the motion passed unanimously. There was no discussion. The motion passed unanimously (13-0).

- *2023-3, DARE COUNTY TOURISM BOARD RESOLUTION AUTHORIZING THE CONVEYANCE OF PROPERTY PURSUANT TO G.S. 160A-274(b)*

The Board discussed the state of the building [Pamlico Jack's and ship] and if any additional pieces could be salvaged by either the Board, the public, or the Town. Mr. Siers noted the Town had no interest in salvaging any parts. Mr. Holland moved to adopt Resolution 2023-3. Second by Mr. Bateman. There was no discussion and the motion passed unanimously. There was no discussion. The motion passed unanimously (13-0).

\*Attached documents are incorporated herewith and are hereby made a part of these minutes.

**PUBLIC HEARING ON PROPOSED FISCAL YEAR 2023-2024 BUDGET:** At 9:15 a.m., Ms. Thibodeau moved to open the Public Hearing for the proposed Fiscal Year 2023-20214 budget. Second by Ms. Ingram. There was no discussion. The motion passed unanimously (13-0).

The Chair called for comments from the public. No comments were made. No written comments were received.

Mr. Hess moved to close the Public Hearing. Second by Mr. Siers. There was no discussion. The motion passed unanimously (13-0). The Public Hearing closed at 9:16 a.m.

**LONG TERM TOURISM MANAGEMENT PLAN:** Shelly Green and Cassandra McAuley reviewed the final recommendations of the Long Range Tourism Management Plan. The Board discussed the next steps.

The Board took a five minute break. The meeting resumed at 10:20 a.m.

**PERSONNEL COMMITTEE:** Erika Phillips, MAPS Group, discussed the proposed salary study recommendations and changes to the personnel policy manual. Following discussion, Mr. Hess moved to adopt the changes to the personnel policy and to approve the Option 3 of the pay scale study or an 8% increase based on the COLA rate, whichever of the two is greater. Second by Mr. Siers. There was no discussion. The motion passed unanimously (13-0).

**BUDGET AND FINANCE REPORT:** Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 5.07% compared to 2021-2022 actual receipts.

**BUDGET AMENDMENT FOR FISCAL YEAR 2022-2023:** Diane Bognich reviewed the proposed budget amendment for Fiscal Year 2022-2023, which shows the retroactive portion of the salary study.

Mr. Holland moved to approve Fiscal Year 2022-2023 Budget Amendment #3. Second by Mr. Siers. There was no discussion. The motion passed unanimously (13-0)

**PROPOSED BUDGET FOR FISCAL YEAR 2023-2024:** Diane Bognich reviewed the proposed budget for Fiscal Year 2023-2024 (on file).

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles:

- Noted the success of the first annual soft shell crab week.
- Upcoming events at the Soundside event site, including the Soundside Market, which will be held every other Wednesday in the summer.
- Noted further discussion of the Long Range Tourism Management Plan initiatives and marketing plans in June. There will be a webinar in June to share the marketing plan with industry partners.
- Reviewed the marketing dashboard and visitation numbers.

Lorrie Love asked members to send any specials or packages they were offering visitors so that they could be posted on [outerbanks.org](http://outerbanks.org), and upcoming events at the Event Site. She also reviewed media missions and familiarization tours on behalf of Aaron Tuell.

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

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

**BOARD MEMBER COMMENTS:** Mr. Holland noted the Town of Southern Shores was wrapping up their beach nourishment project and looking at traffic control measures for the summer season.

Ms. Ingram noted that the sidewalk project along Highway 158 in front of the Wright Brothers National Memorial was nearing completion.

Mr. Clissold noted the Town of Manteo was getting ready for the Memorial Day weekend.

Ms. Cohen noted that the student group market remained strong and the J-1 workers were arriving.

Mr. Hess noted the Chamber of Commerce expected the holiday weekend to be very busy.

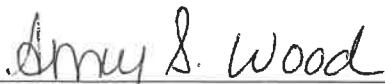
Mr. Ballog echoed the comments about the success of soft shell week.

Mr. Bateman noted that the County Commissioners were looking for land to build essential housing.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, June 15, 2023 at 9:00 a.m. with the location to be determined [this meeting will be held at College of the Albemarle, Dare Campus, Highway 64, Manteo].

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:57 a.m.

**ATTESTED:**



Clerk, Dare County Tourism Board