

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, JUNE 15, 2023
9:00 A.M.
COLLEGE OF THE ALBEMARLE, DARE COUNTY CAMPUS
ROOM 111
MANTEO, NC 27954**

ATTENDING:

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

EXCUSED ABSENCE: Mark Ballog.

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
Jarrod Rabatin, Tourism Services Coordinator

OTHERS ATTENDING: Dave Hallac, Superintendent, National Park Service, Outer Banks Group; Jennifer Skvarla and Bonnie Monteleone, Plastic Ocean Project.

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. Mr. Hines arrived at 9:02 a.m.

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Second by Mr. Hess. There was no discussion. The motion passed unanimously (12-0).

APPROVAL OF MINUTES: Ms. Thibodeau moved to approve the meeting minutes from May 24, 2023 meeting. Second by Mr. Robinson. There was no discussion. The motion passed unanimously (12-0).

PUBLIC COMMENTS: Superintendent Hallac updated the Board on visitation, projects, and future plans within the area National Park Service sites.

Bonnie Monteleone made a presentation on the Plastic Ocean Project and Operation 356.

CHAIRMAN'S REPORT: The Chair reviewed recent meetings attended.

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 4.57% compared to 2021-2022 actual receipts.

Diane Bognich reviewed the proposed budget for Fiscal Year 2023-2024. Following the review, Mr. Bateman moved to adopt the Fiscal Year 2023-2024 Budget Ordinance. Second by Mr. Hines. There was no discussion and the motion passed unanimously (12-0).

PERSONNEL COMMITTEE: Mr. Robinson reviewed the recommendation of the Personnel Committee regarding the position of Community Engagement Manager. Lee Nettles reviewed what he envisioned the role to be within the organization. Following discussion, Mr. Robinson moved to approve the Community Engagement Manager. Second by Mr. Siers. During discussion, Ms. Thibodeau asked if the Community Engagement Manager would work with the Towns as well as the non-profits for voluntourism opportunities. Lee Nettles responded that they would. There was no further discussion and the motion passed unanimously (12-0).

LONG RANGE TOURISM MANAGEMENT PLAN DISCUSSION: Lee Nettles noted that staff was developing a plan to implement the next phases of the Long Term Tourism Management Plan. In addition to hiring a Community Engagement Manager, he offered three options for structuring working groups:

- Option 1 A new Standing Committee of the Tourism Board
- Option 2 A Taskforce, Resident Advisory Panel, and a Sustainability Committee
- Option 3 Taskforce with various constituent groups, including residents represented

After reviewing and discussion of the options, the Board reached consensus for Lee Nettles and staff to move forward with option 3 and have further next steps in August.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Introduced Jarrod Rabatin, Tourism Services Coordinator.
- Gave an overview of the fall marketing plan and noted a webinar for the marketing plan on June 22, 2023 to present the plan direction to industry partners.
- Reviewed the marketing dashboard and visitation at area attractions.

Lorrie Love reviewed a recent familiarization tour for group sales, and upcoming events at the Soundside Event Site.

Aaron Tuell reviewed recent press coverage, "Best Of" placements, and television appearances.

OLD BUSINESS: Lee Nettles noted that talks with the Town of Nags Head regarding the conveyance of the former Pamlico Jack's were ongoing.

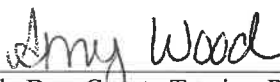
NEW BUSINESS: There was no new business before the Board.

BOARD MEMBER COMMENTS: A majority of Board Members noted that things were ramping up for the season. 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.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, August 17, 2023 at 9:00 a.m. in the 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 10:50 a.m.

ATTESTED:



Clerk, Dare County Tourism Board