

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, MARCH 21, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Monica Thibodeau, Chair; David Hines, Vice Chair; Tod Clissold, Treasurer; Dennis Robinson, Assistant Treasurer; Mark Ballog, Mark Batenic, John Head, Richard Hess, Tess Judge, Wally Overman, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE, Tonia Cohen, Secretary; Terry Gray, and Mike Siers.

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
Jeff Schwartzenburg, Community Engagement Manager
Aaron Tuell, Public Relations Manager

OTHERS ATTENDING: Drew Pearson, Director, Dare County Emergency Management; John DeLucia, Albemarle & Associates.

The meeting was called to order at 9:01 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

APPROVAL OF AGENDA: Mr. Robinson moved to approve the agenda. Second by Mr. Hess. There was no discussion. The motion passed unanimously (10-0).

APPROVAL OF MINUTES: Mr. Hess moved to approve the meeting minutes from February 15, 2024 meeting. Second by Mr. Overman. There was no discussion. The motion passed unanimously (10-0).

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

PRESENTATIONS: Drew Pearson, Dare County Emergency Management Director, made a presentation on the "Love the Beach, Respect the Ocean" campaign (attached).

John DeLucia, Albemarle & Associates, noting that the CAMA permit for the boardwalk at the Soundside Event Site had been denied, and recommended seeking additional guidance in navigating the variance process. Albemarle and Associates and Legal Counsel both suggested to engage with Brough Law Firm, who has experience in these matters. Following discussion, Mr. Hess moved to engage Brough Law Firm to work with Albemarle & Associates, Legal Counsel, and Staff. Second by John Head. There was no further discussion. The motion passed unanimously (10-0).

Mr. Hess left the meeting at 9:50 a.m.

BUDGET AND FINANCE REPORT: Mr. Clissold presented the FY 2023-2024 Budget Amendment. In the General Fund, increases were made to the Event Grant Line Item, Professional Services, Workers Comp, Travel Show Exhibits, and the Audit. In the Restricted Fund, increases were made to the Fireworks Grant, Short Term Unappropriated, and the Event Site line items. In the Event Site Fund, increases were made for Other Professional Services, and Repairs and Maintenance.

Mr. Overman moved to approve the Fiscal Year 2023-2024 Budget Amendment. Second by Mr. Batenic. There was no discussion. The motion passed unanimously (10-0).

Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 were up .49 % compared to 2022-2023 actual receipts.

STEERING COMMITTEE REPORT: The Chair reviewed the following recommended award amounts for [4th of July] Fireworks Grant:

Municipality/Organization	Eligible Grant Recommended Amount
Avon Property Owner Assoc	\$14,875.00
Town of Kill Devil Hills	\$12,400.00
Town of Manteo	\$19,000.00
Town of Nags Head	\$13,750.00

Mr. Hines moved to approve the Fireworks Grants as presented. Second by Mr. Robinson. There was no discussion. The motion passed unanimously (10-0).

The Chair reviewed the Long Term Restricted Fund Grant Extension Request from the Graveyard of the Atlantic Museum. Mr. Overman moved to approve granting an extension to June 30, 2024. Second by Mr. Robinson. There was no discussion. The motion passed unanimously (10-0).

GRANTS COMMITTEE REPORT: Lee Nettles spoke on the following Event Grant Award recommendations:

Organization	2024 Events	Recommended Amount
Chicamacomico Historical Assoc.	150 th Anniversary of the Life Saving Service	\$9,000.00
	Shuck Hatteras Oyster Festival	\$6,000.00
Community Care Clinic of Dare	Billfish Tournament	\$3,000.00
Dare County Arts Council	Outer Banks Veteran's Week	\$5,000.00
	Pride Arts Project	\$4,000.00
	Surfalous Film Festival	\$3,000.00
Eastern Surfing Association, OBNC District	Eastern Surfing Championship	\$19,500.00
First Flight High School	Good Guys vs Cancer Basketball	\$15,000.00
First Flight Rotary	2024 Oink and Oyster Roast	\$2,500.00
Hatteras Community Sailing	Lighthouse Maritime Regatta	\$6,000.00
	Wind & Waves Maritime Regatta	\$3,500.00
Hatteras Island Youth Education Fund	Surfin' Turkey 5k and Puppy Drum Fun Run	\$6,500.00
Just in Case	Vusic OBX Concert at Roanoke Island Festival Park	\$15,000.00
	Fall Concert Series	\$27,000.00
Nags Head Surf Fishing Club	F. Boyden Youth Fishing Tournament	\$1,500.00
	Nags Head Surf Fishing Tournament	\$4,000.00
NC Beach Buggy Association	Red Drum Fishing Tournament	\$5,000.00
OBX Jeep Invasion	OBX Jeep Invasion	\$12,000.00

OBX Pride	OBX Pridefest	\$11,000.00
Outer Banks Conservationists	Island Farm Pumpkin Patch	\$5,000.00
Outer Banks Home Builders Assoc.	Parade of Homes	\$5,000.00
Outer Banks Seafood Festival	Outer Banks Seafood Festival	\$35,000.00
Outer Banks Sporting Events	Outer Banks Marathon	\$18,000.00
	Outer Banks Triathlon	\$9,000.00
Peace Garden Projects	Outer Banks Environmental Film Festival	\$3,500.00
Roanoke Island Historical Assoc.	Oyster Shellabration & Cookout	\$3,500.00
The Rogallo Foundation	OBX Brewtag	\$10,000.00
Soggy Bones	Which Craft Surf Gathering	\$2,500.00
Town of Duck	Duck Jazz Festival	\$9,000.00
Town of Manteo	Dare Days	\$19,000.00
<i>Total Amount Requested</i>		<i>\$278,000.00</i>

Mr. Hines moved to excuse Mr. Ballog and Mr. Clissold from voting on the Outer Banks Room in the Inn recommendation.

Mr. Hines moved to recommend awarding Outer Banks Room in the Inn an event grant in the amount of \$20,000.00. Second by Ms. Judge. There was no discussion. The motion passed unanimously (8-0).

OUTER BANKS VISITORS BUREAU UPDATES:

Lee Nettles reviewed:

- the recent Marketing Committee meeting
- Board and Staff attendance at the upcoming Visit NC Tourism Conference
- a presentation to the Outer Banks Chamber of Commerce Leadership Class
- the Marketing dashboard and visitation numbers.

Jeff Schwartzenberg reviewed the second Long Range Tourism Management Plan Special Committee meeting and topics covered in that meeting.

Lorrie Love noted the return of student groups, an upcoming familiarization tour, and Spring events at the Soundside.

Aaron Tuell reviewed recent and upcoming appearances on the Hampton Roads show, and other public relations efforts.

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

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

BOARD MEMBER COMMENTS: The Chair gave a brief report on the VisitNC Tourism Conference. Staff will share some of the facts and figures provided at the conference.

Mr. Robinson thanked the Board for the grant extension.

Mr. Ballog noted the upcoming Taste of the Beach and Soft Shell Crab week. He thanked the Board for the grant towards 12 Bars of Christmas and noted plans to expand the event.

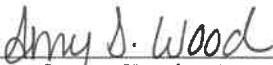
Ms. Judge reviewed the State of the Child conference, noting that childcare is a major issue for working families in Dare County.

Mr. Batenic noted the new EMS station in Southern Shores was nearing completion and the sidewalk along the east side of Duck Road was complete.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, April 18, 2024 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 10:54 a.m.

ATTESTED:



Clerk, Dare County Tourism Board