

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, NOVEMBER 16, 2023
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

Monica Thibodeau, Vice Chair; Mark Ballog, Gray Berryman, Tod Clissold, Tonia Cohen, Richard Hess, Leo Holland, Dennis Robinson, and Jay Wheless.

EXCUSED ABSENCE: Tim Cafferty, Chairman; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; David Hines, Secretary; 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 Manager
Jeff Schwartzberg, Community Engagement Manager
Gitzelle Enciso-Ramirez, Marketing Intern

OTHERS ATTENDING: John Griffin, Larry Grubbs, and Ralph Buxton, Chicamacomico Historical Association; Jonathan Dail, Johnson, Mizelle, Straub & Consolvo, LLP; Malcom Fearing, and Luke Halton, 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. Clissold. There was no discussion. The motion passed unanimously (8-0).

APPROVAL OF MINUTES: Mr. Berryman moved to approve the meeting minutes from October 19, 2023 meeting. Second by Mr. Holland. There was no discussion. The motion passed unanimously (8-0).

PUBLIC COMMENTS: Malcom Fearing spoke about the need for essential housing and noted there was a good deal of land on the Dare County mainland.

PRESENTATIONS: John Griffin detailed the upcoming 150th anniversary of the Life Saving Service.

Jonathan Dail presented the Fiscal Year 2022-2023 Audit. The Board received an unmodified opinion. Following review, Mr. Holland moved to accept the Fiscal Year 2022-2023 Audit. Second by Mr. Hess. There was no discussion. The motion passed unanimously (8-0).

CHAIRMAN'S/STEERING REPORT: Ms. Thibodeau reminded Board members to complete and return the Executive Director performance reviews.

BUDGET AND FINANCE REPORT: Diane Bognich reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 are up 3.95% compared to 2022-2023 actual receipts.

Diane Bognich reviewed the budget amendment for Fiscal Year 2023-2024. Expense increases include worker's compensation, professional services, administrative advertising, building maintenance, dues and subscriptions, and expendable equipment. Increase in revenues is due to the increase in the meals tax collections. Following the review, Mr. Hess moved to approve the Budget Amendment [#1] for Fiscal Year 2023-2024. Second by Mr. Berryman. There was no discussion. The motion passed unanimously (8-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles noted:

- A well-attended and informative Tourism Summit
- The 2024 Outer Banks Official Travel Guide was printed and delivered.
- An upcoming meeting with the Property Managers marketing group
- The marketing dashboard. Visitation numbers will be sent out at a later time.

Jeff Schwartzenberg announced the list of appointees to the Long Range Tourism Management Plan Special Committee [Attachment A]. Mr. Barrymen moved to approve the appointments. Second by Mr. Holland. There was no discussion. There was no discussion. The motion passed unanimously (8-0).

Lorrie Love reviewed recent and upcoming Tourism Sales missions. She announced the date for the 2024 Tourism Summit as November 7th.

Aaron Tuell was attending the North Carolina Travel Industry Association meeting. In his absence, Lorrie Love reported on recent media visits and articles.

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 Veteran's Day ceremony.

Mr. Berryman thanked Lee Nettles for the marketing presentations and Berryman's attendance at an insurance forum, noting there seemed to be a lack of understanding about the fairness of the rates between the coast and inland communities.

Mr. Ballog noted progress and participating restaurants in 12 Bars of Christmas.

Mr. Hess noted a successful 2023 Seafood Festival, despite the windy conditions.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, December 14, 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 10:45 a.m.

ATTESTED:



Clerk, Dare County Tourism Board