

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, OCTOBER 15, 2020  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

**In-Person:** Myra Ladd-Bone, Chair; and Bobby Owens.

**Via GoToMeeting:** Jeff Pruitt, Vice-Chair; Pat Weston, Treasurer; Webb Fuller, Secretary; Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Leo Holland, Ivy Ingram (9:06), Karen Loopman-Davis and Jay Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Ervin Bateman, Assistant Treasurer.

**STAFF:**

Lee Nettles, Executive Director (in person)  
Diane Bognich, Director of Administration (GoToMeeting)  
Amy Wood, Clerk to the Board/Administrative Specialist (GoToMeeting)  
Lorrie Love, Tourism Sales and Events Manager (in person)  
Aaron Tuell, Public Relations Manager (in person)

**OTHERS ATTENDING:**

**Via GoToMeeting:** Dave Hallac, Superintendent, Outer Banks Group, National Park Service.

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. Holland moved to approve the agenda. Second by Mr. Burdick. There was no discussion and the motion passed unanimously.

**Yes:** Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Pat Weston.

**No:** None. The motion passed unanimously (12-0).

**APPROVAL OF MINUTES:** Mr. Holland moved to approve the meeting minutes from September 17, 2020 meeting. Second by Mr. Burdick. There was no discussion and the motion passed unanimously.

**Yes:** Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Pat Weston.

**No:** None. The motion passed unanimously (12-0).

**PUBLIC COMMENTS:** Superintendent Hallac reviewed visitation at area park service sites, noting that the Oregon Inlet and Ocracoke campground would be open year-round.

**STEERING COMMITTEE REPORT:** The Chair reviewed the idea of the Adventure Park moving its operations base into the Pirate Ship next to Pamlico Jacks. The Steering Committee did not have an issue with this and will bring a firmer proposal back to the Board at a later time.

Lee Nettles reviewed the Three-Year Strategic Goals (attached). The Board discussed the goals. Hearing no further discussion or objections, Staff will begin to implement the goals.

**BUDGET AND FINANCE REPORT:** Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 4.01% compared to 2019-2020 actual receipts.

Pat Weston was excused at 9:57 a.m.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles updated the Board on:

- His re-appointment to the Economic Development Partnership of North Carolina Board and the North Carolina Travel and Tourism Board.
- Marketing credit received to be spent on VisitNC advertising co-op programs
- Tourism Summit has been postponed to May 6, 2021. Staff has been working on a series of webinars and those should start in November.
- Internet, Inquiry, and Fulfillment numbers
- Recent media and Influencer content of the Outer Banks

**OLD BUSINESS:** Jay Wheless reviewed the language in the Event Grant guidelines regarding reimbursements for T-shirts. The language in the guidelines reads: “Shirts (long or short sleeve, cotton, polyester, or technical shirts, or sweatshirts) for promotional and event use.”

Leo Holland left the meeting at 10:15 a.m.

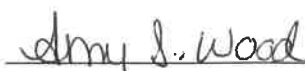
**NEW BUSINESS:** There was no new business before the Board.

**BOARD MEMBER COMMENTS:** Mr. Cafferty noted that the OBX Marathon would be held virtually and asked how moving virtually would impact them. Staff had talked to Outer Banks Sporting Events and will reimburse advertising expenses for both the triathlon and marathon prior to them becoming virtual events. Staff noted they had talked to other race organizers about this issue. Lee Nettles noted that the grant guidelines have always directed event organizers to contact the grant administrator regarding any substantial changes to their event.

**SET DATE, TIME AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, November 19, 2020 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC (virtual and in-person options available).

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:17 a.m.

**ATTESTED:**

  
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Clerk, Dare County Tourism Board