

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, SEPTEMBER 21, 2023
9:00 A.M.
KELLER MEETING ROOM
DUCK TOWN HALL
1200 DUCK ROAD
DUCK, NC 27949**

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, and Jay Wheless.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Lorrie Love, Tourism Sales Manager
Aaron Tuell, Public Relations Manager
Jeff Schwartzenberg, Community Engagement Manager

OTHERS ATTENDING: Katie Wilkins, Airbnb Community Liaison for the Outer Banks, 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. David Hines arrived at 9:03 a.m.

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Second by Mr. Siers. There was no discussion. The motion passed unanimously (13-0).

APPROVAL OF MINUTES: Ms. Thibodeau moved to approve the meeting minutes from August 17, 2023 meeting. Second by Mr. Hess. There was no discussion. The motion passed unanimously (13-0).

PUBLIC COMMENTS: Luke Halton spoke about the upcoming trail information event on Sunday, October 1, 2023 at Kitty Hawk Elementary School. Katie Wilkins introduced herself to the Board.

CHAIRMAN'S REPORT: The Chair reminded the Board about upcoming Board member event opportunities.

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 are up 3.94% compared to 2022-2023 actual receipts. The Board discussed how pricing increases were impacting the monthly receipts.

GRANTS COMMITTEE REPORT: Ms. Thibodeau reviewed the work of the Grants Committee for the following Event Grant recommendations:

<u>Organization</u>	<u>Events</u>	<u>Awarded Amount</u>
Dare County Arts Council	Artrageous Kids Art Festival	\$5,000.00
	Rock the Cape	\$6,000.00
Dare County Restaurant Assoc	OBX Taste of the Beach	\$20,000.00
Eastern Surfing Association	ESA Mid Atlantic Regional Surfing Championship	\$12,500.00
Elizabethan Gardens	WinterLights	\$22,000.00
First Flight Society	120 th Anniversary of Flight	\$3,000.00
Garage Band Charities	OBX Rod & Custom Festival	\$15,000.00
Hatteras Village Civic Assoc	Hatteras Village Offshore Open	\$7,500.00
Manteo Preservation Trust	2023 Holiday Tour of Homes	\$4,000.00
NC Coastal Federation	Hatteras Island Oyster Roast	\$4,000.00
Outer Banks Conservationists	Christmas on the North End	\$2,500.00
Outer Banks Relief Foundation	Couture by the Shore	\$1,000.00
Outer Banks Sailing Assoc	OBX MultiHull Sailfest	\$2,000.00
Outer Banks Sporting Events	Flying Pirate Half Marathon	\$12,500.00
	Running of the Leprechauns	\$2,000.00
Roanoke Island Historical Assoc	Lost Colony Wine, Beer, & Culinary Festival	\$4,000.00
Town of Nags Head	Kelly's St. Patrick's Day Parade	\$4,000.00
<i>Total Amount Awarded</i>		<i>\$127,000.00</i>

Following review and discussion, Ms. Thibodeau moved to approve the Event Grant Awards as presented. Second by Mr. Siers. There was no further discussion. The motion passed unanimously (13-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles noted:

- Reviewed attendance and educational seminars at ESTO
- Reminded the Board about the Tourism Summit on November 2
- Presentations and meetings with local organizations, particularly with the Property Managers marketing teams
- Office renovations would be completed soon
- Marketing dashboard and visitation numbers

Jeff Schwartzenberg reviewed work on the Tourism Board's Special Committee on the Long Range Tourism Management Plan and future plans for presentations for community groups and Governmental entities. The Chairman suggested reaching out to the property managers group to potentially speak at homeowner weekends.

Aaron Tuell reviewed work with travel writers and recent media coverage of the Outer Banks.

Lorrie Love reviewed work with helping student groups arrange spring trips to the Outer Banks, continued work with Careers Beyond the Counter internship placements, recent sales missions, and OBXmas events.

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

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

BOARD MEMBER COMMENTS: Ms. Thibodeau noted a new traffic webcam on the Duck website, upcoming road work along Hwy 12 in Duck, and the Jazz Festival.

Ms. Cohen and Mr. Robinson noted the weather was impacting their weekend reservations and hoped future weekends were storm free.

Mr. Bateman noted that the County was still working on essential housing and that County Commissioners were surprised by House Bill 259 and were not involved with the creation of the Bill.

Ms. Ingram noted the Town was voicing its concern about HB259 to elected officials.

Mr. Holland noted that Southern Shores is now participating in Project Lifesaver.

Mr. Berryman thanked Lee Nettles for meeting with the marketing departments of rental companies and felt it was a productive meeting.

Mr. Hess noted business as usual with the Chamber of Commerce.

Mr. Ballog noted restaurants were still busy, an invite to a luncheon with a candidate in the state's Department of Labor, and briefly discussed a new holiday theme, "12 Bars of Christmas."

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, October 19, 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 10:15 a.m.

ATTESTED:



Clerk, Dare County Tourism Board