

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, SEPTEMBER 15, 2022  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

**In-Person:** Tim Cafferty, Chair; Monica Thibodeau, Vice Chair; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; Jamie Chisholm, Secretary; Mark Ballog, Gray Berryman, David Hines, Leo Holland, Dennis Robinson, and Jay Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Bambos Charalambous, Bobby Owens, 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  
Aaron Tuell, Public Relations Manager

**OTHERS ATTENDING:**

John Harris, Billy Vaughn, Susie Walters, Sandra Allen, and G.W. Meadows, Rogallo Foundation; Becky Huff, Dare County Tax Collector; and Ricki Burrus, Dare County Occupancy/Food & Beverage Tax, Dare County Tax Department; Luke Halton, The OBX Way; and Philip Ruckle, *The Coastland Times*.

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 Ms. Ingram. There was no discussion. The motion passed unanimously (10-0).

**APPROVAL OF MINUTES:** Ms. Thibodeau moved to approve the meeting minutes from August 18, 2022 meeting. Second by Mr. Holland. There was no discussion. The motion passed unanimously (10-0).

**PUBLIC COMMENTS:** John Harris and Billy Vaughn reviewed the history of the Rogallo Foundation, Francis Rogallo, the history of the flexible wing and what its impact has been on wind sports, and preliminary plans for a museum dedicated to Rogallo and the flexible wing (presentation attached).

**MEALS AND OCCUPANCY TAX:** Becky Huff reviewed how the meals and occupancy taxes, particularly VRBO, Airbnb, and campgrounds, are collected, broken into categories, and distributed.

**CHAIR'S REPORT:** The Chair reviewed past and future event center presentations made to the Towns. The Chair and Jay Wheless noted the completed Memorandum of Understanding for the Boardwalk Easement, as part of the PARTF grant application, with the County.

**BUDGET AND FINANCE REPORT:** Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 14.45% compared to 2021-2022 actual receipts.

**GRANTS AND LOCAL PUBLIC RELATIONS:** Lee Nettles and Ms. Chisholm reviewed the work of the Grant Committee at their September 6, 2022 meetings. Following the review, Ms. Chisholm moved to approve the following Event Grant Awards:

<u>Organization</u>	<u>Event</u>	<u>Recommended Award Amount</u>
Beach Food Pantry	Outer Banks Rum Festival (2023)	\$5,000.00
Dare County Arts Council	Artrageous Kids Art Festival (2023)	\$4,500.00
	Rock the Cape (2023)	\$6,000.00
Dare County Motorsports Charity Group	Spring OB Bike Week South (2023)	\$11,500.00
Dare County Restaurant Assoc.	Taste of the Beach (2023)	\$20,000.00
Eastern Surfing Association-Outer Banks District	Mid-Atlantic Regional Surfing Championships (2023)	\$12,500.00
Elizabethan Gardens	WinterLights (2022)	\$20,000.00
First Flight Foundation	Future of Electric Flight Expo (2023)	\$15,000.00
Garage Band Charities	OBX Rod & Custom Festival (2023)	\$10,000.00
Hatteras Island Youth Education Fund	Shore Break 5k & Tide Pool Fun Run (2023)	\$5,000.00
Manteo Preservation Trust	Holiday Tour of Homes (2022)	\$2,500.00
Outer Banks Conservationists	Sheep Shearing Day & Spring Festival (2023)	\$1,000.00
Outer Banks SPCA	Bark in the Park (2023)	\$1,000.00
Outer Banks Sporting Events	Flying Pirate Half Marathon (2023)	\$12,500.00
	Outer Banks Triathlon (2023)	\$12,500.00
Roanoke Island Historical Assoc.	Lost Colony Beer, Wine & Culinary Festival (2023)	\$3,250.00
Town of Manteo	Midnight Magic in Manteo NYE (2022)	\$20,000.00
Town of Nags Head	Kelly's St. Patrick's Day Parade (2023)	\$3,500.00
	<i>Total Recommended Award Amount</i>	<i>\$165,750.00</i>

Second by Mr. Robinson. There was no discussion. The motion passed unanimously (10-0).

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles reviewed the:

- Careers Beyond the Counter initiative with Dare County Schools
- Long Range Planning Study. Over 150 people responded to the first round of surveys to the industry partners. The resident survey should go out early October.
- Southeast Tourism Society Shining Example Award for the African American Heritage Trail
- Marketing Dashboard and visitation

Lorrie Love reviewed the responses received the speakers bureau and internships in the Careers Beyond the Counter initiative, upcoming events at the Event Site, and speakers for the upcoming Tourism Summit.

Aaron Tuell reviewed recent coverage (via articles and/or blogposts), specialized eblasts to Canadians, and media missions.

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

**NEW BUSINESS:** The Chair introduced Resolution 2022-4, *Dare County Tourism Board Resolution Regarding Occupancy Taxes Overpaid from Dare County Campgrounds* (attached document is incorporated herewith and hereby made a part of these minutes). Following review, Ms. Thibodeau moved to adopt Resolution 2022-4. Second by Mr. Holland. There was no discussion. The motion passed unanimously (10-0).

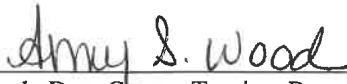
**BOARD MEMBER COMMENTS:**

- Mr. Robinson noted that Day at the Docks event would be returning September 17
- Ms. Thibodeau noted the upcoming Duck Jazz Fest
- Mr. Ballog noted that September was still busy for restaurants, staffing remains an issue, and reviewed the North Carolina Restaurant and Lodging Association meeting held at the Hilton in early September.
- Mr. Holland noted ongoing beach nourishment and lessening traffic in the Town of Southern Shores.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for 9:00 a.m. on Thursday, October 20, 2022, 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 10:30 a.m.

**ATTESTED:**



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Clerk, Dare County Tourism Board