

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, SEPTEMBER 19, 2019
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Wally Overman, Chair; Myra Ladd-Bone, Vice Chair; Pat Weston, Treasurer; Mike Hogan, Secretary; George Banks III, Chuck Burdick, Jamie Chisholm, Webb Fuller, Chris Nason, Bobby Owens, David Pergerson, Jeff Pruitt, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Bambos Charalambous, Assistant Treasurer.

STAFF:

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

OTHERS: Angie Buchanan, Meghan Gindt, and Nick Johnson, Hoffman York; Joe Diemer; Tonia Cohen, Days Inn; 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. Hogan moved to approve the agenda. Ms. Weston seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Ms. Ladd-Bone moved to approve the meeting minutes from August 15, 2019. Mr. Pergerson seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: There were no public comments.

PRESENTATION BY HOFFMAN YORK: Hoffman York, the Bureau's advertising agency, presented their marketing strategy for 2019-2020 (attached). The Board and Hoffman York discussed hurricane mitigation advertising and how other destinations are handling Airbnb tax collections.

STEERING COMMITTEE REPORT: Lee Nettles reviewed the funding priorities (attached).

Lee Nettles reviewed the proposed advisory committee members as follows:

Town of Nags Head: Webb Fuller (pending Nags Head Commissioners confirmation)
Dare Co. Commissioners: Rob Ross (pending Dare County Commissioners confirmation)
Dare County Tourism Board: Myra Ladd-Bone
Outer Banks Visitors Bureau: Lee Nettles
At-Large: Mike Dianna, Ralph Buxton, and Ben Cahoon

Ms. Chisholm expressed that the advisory group should have a Hotel/Motel Association representative as an event center, particularly one with a hotel, would impact her industry. Mr. Pergerson agreed that there should be an accommodations representative, noting he felt the hotel industry would be a good representative. The Board discussed adding another member to the advisory committee.

When asked, Ms. Chisholm nominated Tonia Cohen to represent the association. Mr. Pergerson moved to approve the advisory committee as presented, with the Hotel/Motel Association representative addition. Ms. Chisholm seconded. There was no discussion and the motion passed unanimously.

The Chair noted an Aircraft Owners and Pilots Association (AOPA) Fly-In at the Dare County Airport in 2020 and a potential veteran’s workshop on navigating the Veterans Administration.

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2019-2020 are down 3.76% over 2018-2019 actual receipts. The Board discussed possible reasons for occupancy tax collections being down in July. The government shut-down, discounting, and where 4th of July fell were considered.

GRANTS AND LOCAL PUBLIC RELATIONS: Mr. Hogan reviewed the committee’s work on the following Event Grant recommendations:

Organization	Event	Recommended Amount
Cape Hatteras Secondary School	Cape Hatteras Sandlot Tournament	\$3,000.00
Dare County Arts Council	Artrageous Kids Art Festival	\$1,500.00
Dare County Arts Council	Rock the Cape	\$7,000.00
Dare County Restaurant Assoc.	Taste of the Beach	\$30,000.00
East Coast Surfing-OBNC District	Mid Atlantic Regional Surfing Championship	\$10,000.00
Frisco Native American Museum	Native Journeys: Music & Dance	\$8,000.00
Garage Band Charities	OBX Rod & Custom Festival	\$15,000.00
Hatteras Island Cancer Found.	OBX Paddle Palooza	\$1,000.00
Hatteras Island Youth Ed. Fund.	Shore Break 5k & Tide Pool Fun Run	\$6,500.00
Hatteras Village Civic Assoc.	Hatteras Village Offshore open	\$32,000.00
Hatteras Village Civic Assoc.	Hatteras Village Wildfowl Festival	\$10,000.00
Motu Music Festival	Dare2Care OBX Shred Fest	\$7,500.00
NC Coast Federation	Hatteras Island Oyster Roast	\$6,000.00
OB Chamber of Commerce	OBX Tiny Home & Lifestyle Festival	\$7,500.00
Outer Banks Giving Tree	Outer Banks Jingle Jog & Little Elf Run	\$1,000.00
Outer Banks Giving Tree	St. Patty’s & Tipsy Turkey Beer Miles	-
Outer Banks Giving Tree	National Running Day	\$1,000.00
Outer Banks Giving Tree	Sunrise 5k	-
Outer Banks Relief Found.	Couture by the Shore	\$1,000.00
Outer Banks Sporting Events	Running of the Leprechauns	\$2,000.00
Outer Banks Sporting Events	Flying Pirate ½ Marathon	\$20,000.00
Outer Banks Sporting Events	Band in the Sand	\$5,000.00
Town of Manteo	New Year in the New World	\$20,000.00
	<i>Total Recommended Amount</i>	<i>\$195,000.00</i>

Mr. Nason moved to approve the grant awards as presented. Ms. Weston seconded. There was no discussion and the motion passed unanimously.

Ms. Chisholm noted, for future discussion, that most of the event websites did not have a link to outerbanks.org, particularly an accommodations link, and that she felt it should be a requirement to link to outerbanks.org, especially as events were designed to draw overnight visitation.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- His birthday and 10th Anniversary as Executive Director
- Hurricane Dorian recovery press and advertising efforts
- The Food Truck Showdown was moved to November
- Staff attendance at the North Carolina Travel Industry Association. He noted that he was elected President of the association
- User experience testing was completed, and the results would help in redesigning the website.
- Internet, Inquiry, and Fulfillment numbers

Lorrie Love noted SumoSpeed Beach Bash and Jeep Jam at the event site. She reviewed her recent sales missions and noted the Commercial Use Authorization fee is slated to go into effect April 2020.

Aaron Tuell noted photography work on the travel guide and upcoming media familiarization tours.

Mr. Pergerson moved to enter Closed Session Pursuant to NCGS 143.318.11 (a)(5) To establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating (i) the price and other material terms of a contract or proposed contract for the acquisition of real property located at 6708 S. Croatan Hwy, Nags Head, NC 27959 by purchase, option, exchange, or lease as use for The Soundside Event Site. Ms. Ladd-Bone seconded. There was no discussion and the motion passed unanimously. The meeting entered closed session at 10:37 a.m.

The meeting resumed open session at 11:07 a.m. Legal Counsel that the negotiating agents for the Board have been instructed according to the Board's wishes; however, there was no action taken that required reporting.

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

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

BOARD MEMBER COMMENTS: There were no Board Member comments made.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, October 17, 2019 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Mr. Pergerson moved to adjourn. Mr. Burdick seconded. There was no discussion and the motion passed unanimously. The meeting adjourned at 11:08 a.m.

ATTESTED:

Secretary, Dare County Tourism Board



HOFFMAN YORK



Hoffman York – FY20 Intro and Planning Discussion

Outer Banks Visitors Bureau – September 19th Board Meeting

September 19, 2019

The Outer Banks[®]
VISITORS BUREAU



HOFFMAN YORK

- Full-service agency experienced in building brands across a variety of media channels
- We're one of the longest-running, continuously operating, independent agencies in the U.S., calling Milwaukee home for more than 85 years (1933)





We believe in **ROI**.

We call it **RETURN** on **IDEAS**.

It means that we provide
more than creativity.

We create results.



STRATEGY & ANALYTICS

Research, Planning
& Reporting



DIGITAL
Full Stack
Development



**BIG "M"
MEDIA**
Paid, Social
& Earned



CREATIVE
Traditional
& Digital



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What We've Checked Off the OBX Bucket List

- ✓ Drive America's First Beach (Hwy 12)
- ✓ Go shelling
- ✓ Eat local seafood
- ✓ Run down Jockey's Ridge sand dunes
- ✓ Spend happy hour on a pier
- ✓ Drive across new bridge over Oregon Inlet
- ✓ Recycle to keep the beaches clean
- ✓ Talk like a pirate
- ✓ Explore a new town or village

More to come...



What We Hope to Check off the OBX Bucket List Soon

Angie:

- ✓ Tag along on a tour of the Alligator River and see a black bear
- ✓ Pull up a crab pot or shrimping net
- ✓ Learn about our 2,000+ shipwrecks at the Graveyard of the Atlantic Museum

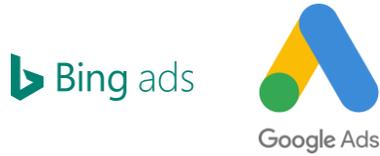
Nick:

- ✓ Sample local Kill Devil rum
- ✓ Enjoy a family style seafood boil
- ✓ Do yoga by the water

Meghan:

- ✓ Get an aerial view of the islands in an airplane, helicopter, or biplane
- ✓ Ride a horse alongside the shore
- ✓ Sample ALL flavors of fudge and salt-water taffy

FY20 Planning Check List To-Date...



View in browser

The Outer Banks
OF NORTH CAROLINA

Savor Summer
on the OBX

With summer in full swing, there's no better time for a getaway to the Outer Banks. Miles of pristine beaches, friendly ocean communities and a bucket list of activities make this coastal retreat the perfect summer destination. Whether you're just now planning your trip or counting down the days until you get here, get ready for all the exciting events, unique sites and memorable adventures the OBX has to offer.



Ad by The Outer Banks
This Fall, the Outer Banks is Calling



O-B-X is O-P-E-N

Official Outer Banks Site | The O-B-X Is O-P-E-N
www.outerbanks.org (877) 629-4386
 Find Things To Do, Discover New Lodging, See Upcoming Events Calendar, Plan Your Visit. Official Outer Banks Tourism Site. Download A Free Travel Guide!

Hurricane Dorian
pause and relaunch
with new messaging

Relaunched SEM and Email
marketing efforts
Transitioned Email to HubSpot

Fall campaign launch
across CTV, digital
display, native and OTA

9/19 board meeting
FY20 Plan Overview

July

August

September

October

FY20 Planning

HY's Overall Marketing Plan and Strategy Development

- Utilize research and technology tools at all stages of planning/buying
- Find, measure and optimize toward key target audiences



Audience Research



Estimating Share of Voice



Reach/Frequency



Offline Media Buying



Competitive



Hyper-Local Strategy & Zip Code Demographics



Trafficking, Copy-splitting, Sequential Targeting, Site Retargeting, Dynamic



Web Analytics



Search Research (SEO & SEM)



Social Media



Tracking, Auditing, Viewability, Verification & Brand Safety

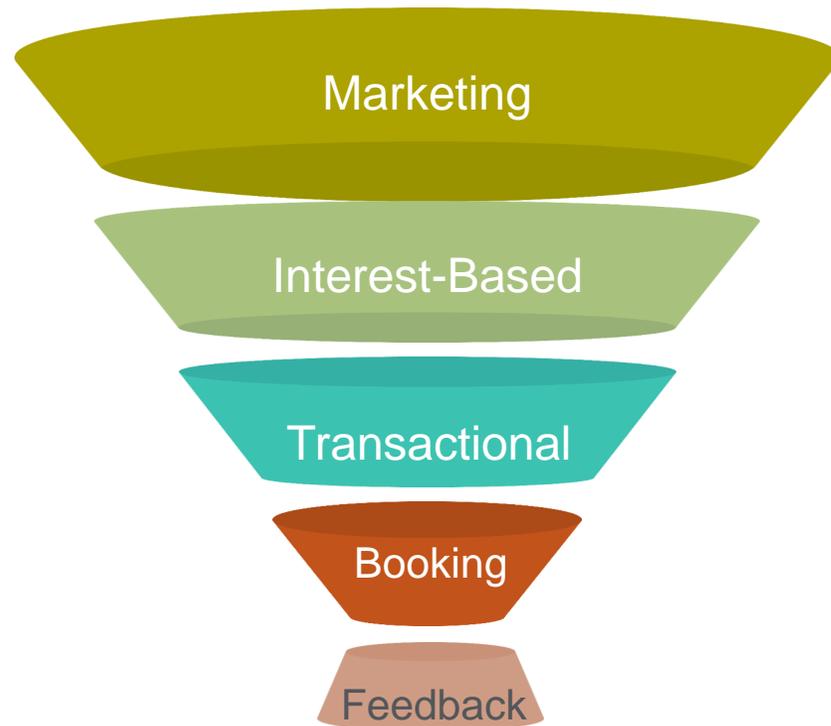


Programmatic Digital Buying & Data Onboarding

HY's Overall Marketing Plan and Strategy Development

- Develop sequential messaging and targeting that fits with their interests

Full-funnel strategies and marketing planning



Cross-device targeting at the user level



OBVB Marketing Objective and Goal

Objective: To be a spotlight for Dare County’s hospitality constituents to assist in growing tax collections from occupancy and meals tax

Goal: 3% annual growth on occupancy and meals tax

Budget and Finance Projections – Occupancy and Meals FY19 Actual v. FY20 Goal



Geographic Analysis: Majority of Traffic Comes From Eight States

- ~80% of geographic activity happens in the **top 25 markets** for OBVB



State	Traffic #	% of Traffic
VA	228,176	24%
NC	135,005	14%
PA	61,144	6%
DC	110,544	11%
NY	60,624	6%
MD	16,292	2%
OH	37,000	4%
SC	21,550	2%
MA	17,475	2%
GA, MD, IL, TN, MI, CT	88,120	9%
Total	969,495	100%



State	Arrival #	% of Arrivals
VA	2,865	27%
NC	2,136	20%
PA	1,475	14%
DC	1,197	11%
NY	422	4%
MD	344	3%
OH	269	3%
SC	224	2%
MA	101	1%
Total*	10,713	100%

Geographic Recommendation: Launch Markets for 2020 Spring/Summer

- Heavy presence within key feeder markets (high per capita)
- Targeted messaging to additional geographies with additional high-volume markets

#1

Priority High Per Capita Markets

Charlottesville VA
Norfolk-Portsmouth-Newport News VA
Roanoke-Lynchburg VA
Greenville-New Bern-Washington NC
Raleigh-Durham (Fayetteville) NC
Richmond-Petersburg VA

#2

Targeted Focus to Key Audiences

Washington DC (Hagerstown MD)	Columbus OH
Charlotte NC	Philadelphia PA
Greensboro-High Point-Winston Salem NC	Greenville-Spartanburg-Asheville-Anderson
Pittsburgh PA	Atlanta GA <i>*new*</i>
Harrisburg-Lancaster-Lebanon-York PA	Cleveland-Akron (Canton) OH
Nashville TN <i>*new*</i>	Cincinnati OH
Baltimore MD	Hartford & New Haven CT

Note: will group full states when applicable

Audience Analysis: Buxton's Research Defined Three Key Target Audiences



Audience Definitions – Priority Order

Childless Retreaters:

*A45+, HHI \$75K - \$150K,
no children present in HH*



Family Households:

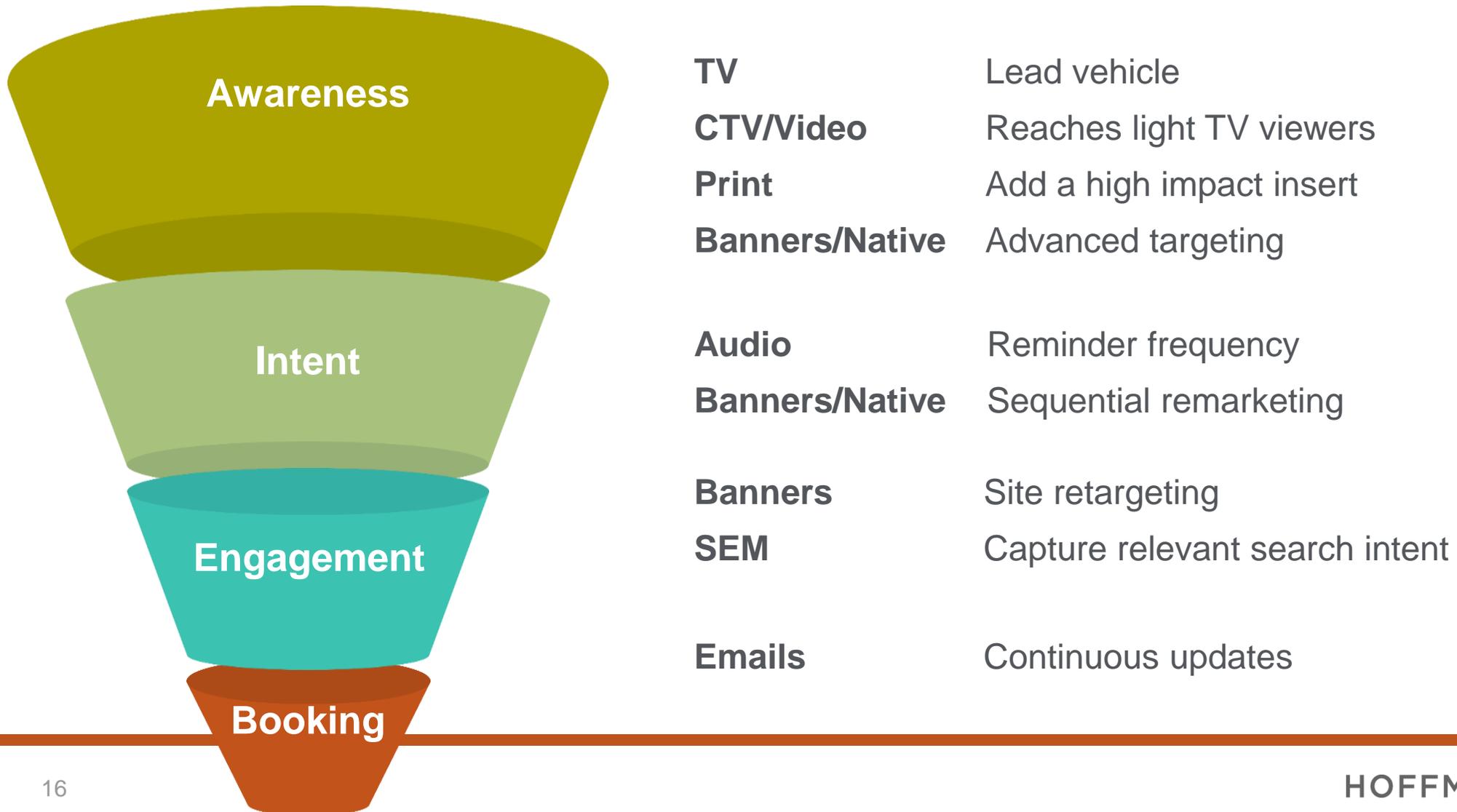
*A25-54, HHI \$100K - \$250K,
presence of children in HH (< 18 yo)*



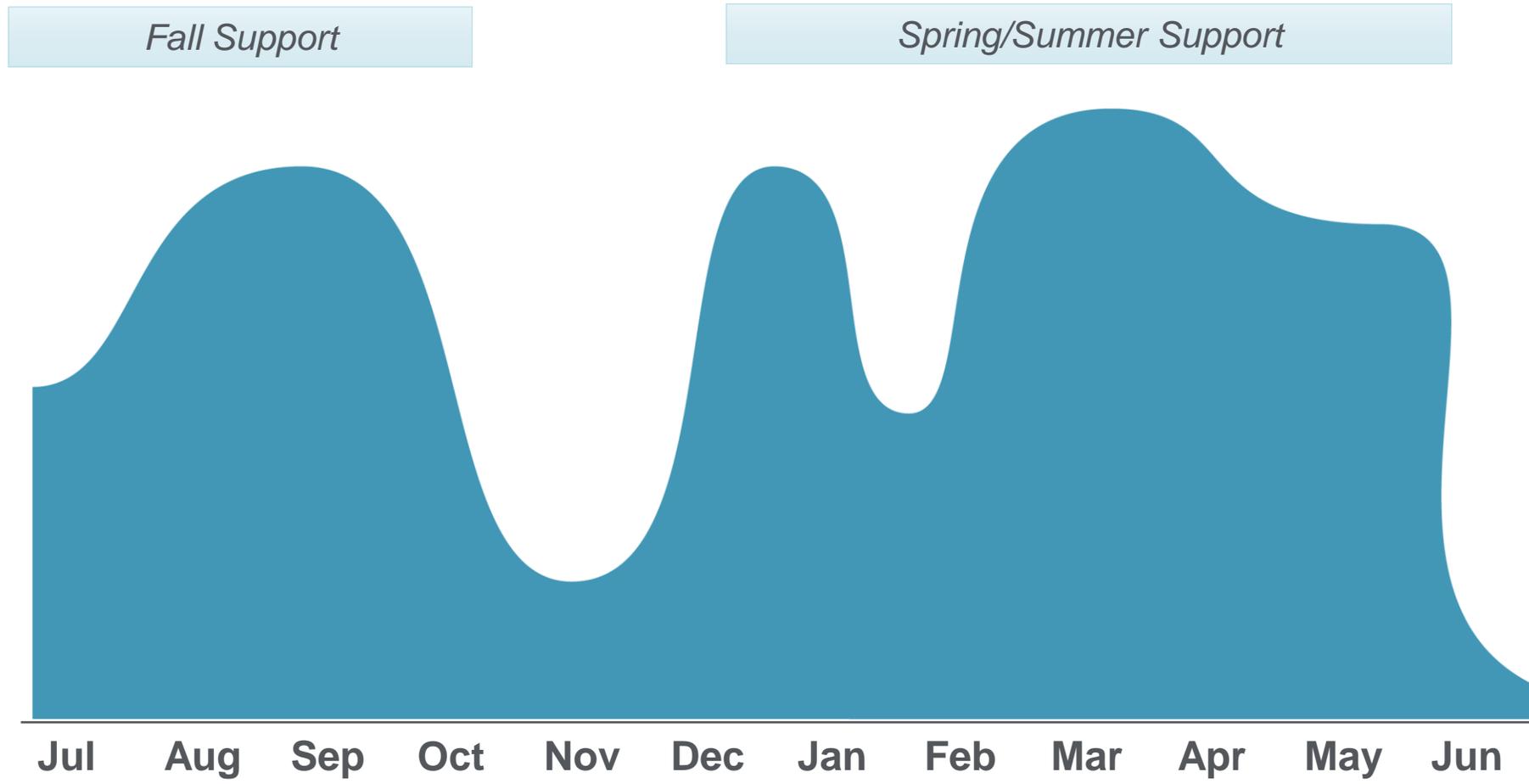
Single Adults:

*A18+, never married, divorced, widowed,
no children present in HH*

Media Tactics and Roles: Targeted Media Specific to Each Audience



Media Flighting: Increase Media Deliveries Aligned With Seasonal Pushes



Measure Results At All Stages



Continuously monitor and optimize performance

- Monthly dashboards
- Seasonal recaps
- Annual plans



Exposures

Real-Time Metrics

Campaign Success Metrics

The Outer Banks®
VISITORS BUREAU



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