

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, SEPTEMBER 19, 2024
9:00 A.M.
WATERFRONT TRELLIS
207 QUEEN ELIZABETH AVENUE #5
MANTEO, NC 27954**

ATTENDING: Monica Thibodeau, Chair; Tod Clissold, Treasurer; Dennis Robinson, Assistant Treasurer; Tonia Cohen, Secretary; John Head, Richard Hess, Tess Judge, Wally Overman, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: David Hines, Vice Chair; Mark Ballog, Mark Batenic, Terry Gray, 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
Jeff Schwartzberg, Community Engagement Manager

OTHERS ATTENDING: Ashley Tyne and Liz Vaughn Tranquil House Inn/Waterfront Trellis; Yvonne Farmer; Luke Halton and Benjamin Lashley, The 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: Ms. Judge moved to approve the agenda. Second by Mr. Hess. There was no discussion. The motion passed unanimously (8-0).

APPROVAL OF MINUTES: Mr. Hess moved to approve the meeting minutes from August 15, 2024 meeting. Second by Mr. Head. There was no discussion. The motion passed unanimously (8-0).

PUBLIC COMMENTS: Ashley Twyne welcomed the Board to the Waterfront Trellis. There were no other public comments.

CHAIR'S REMARKS: The Chair noted the recent Blue Zone events sponsored by Outer Banks Health and efforts to make the Outer Banks a Blue Zone. [Blue Zones are geographical areas where people tend to lead healthier and longer lives through healthier choices in diet, exercise, less stress, and community].

BUDGET AND FINANCE REPORT: Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were down .29% compared to 2023-2024.

GRANT COMMITTEE REPORT: Mr. Hess reported on the work of the Grants Committee in reviewing and recommending awards for the most recent Event Grant requests. Following review of the grants, Mr. Hess moved to award the following Event Grants:

<u>Organization</u>	<u>Events</u>	<u>Recommend Award Amount</u>
Chicamacomico Historical Assoc.	Easter on Hatteras Island	\$ 2,000.00
Dare County Arts Council	Artrageous Kids Art Festival	\$ 4,500.00
	Dare Arts Pride Project	\$ 4,000.00
Dare Education Foundation	NYNY Dueling Pianos	\$ 1,000.00
Dare Co. Master Gardener Volunteer Assoc.	Coastal Gardening Festival	\$ 3,000.00
Dare County Restaurant Assoc.	OBX Taste of the Beach	\$ 15,000.00
Eastern Surfing Assoc. OBNC District	ESA Mid-Atlantic Regional Surfing Championship	\$ 12,500.00
Elizabethan Gardens	WinterLights	\$ 20,000.00
Fellowship of Christian Athletes	Outer Banks Ride of Champions	\$ 1,500.00
First Flight Society	121 st Anniversary of the Wright Brothers Flight (2024)	\$ 2,500.00
Friends of Jockey's Ridge	50 th Anniversary of Jockey's Ridge State Park	\$ 30,000.00
Garage Band Charities	OBX Rod & Custom Festival	\$ 15,000.00
Hatteras Island Youth Education Fndtn	Lighthouse Legacy 5k	\$ 2,000.00
Hatteras Village Civic Assoc.	Hatteras Village Offshore Open	\$ 7,500.00
Manteo Preservation Trust	2024 Holiday Home Tour	\$ 3,000.00
NC Coastal Federation	Hatteras Island Oyster Roast	\$ 3,500.00
Outer Banks Board Riders	USA Surfing-Prime Series East Surf Contest	\$ 3,000.00
Outer Banks Conservationists	Christmas on the North End 2024	\$ 2,500.00
Outer Banks SPCA	Bark in the Park	\$ 1,000.00
Outer Banks Sporting Events	Flying Pirate Half Marathon	\$ 10,000.00
	Running of the Leprechaun	\$ 1,500.00
Outer Banks Wedding Association	Wedding Expo Weekend	\$ 3,000.00
Roanoke Island Historical Assoc.	Lost Colony Wine, Beer & Culinary Festival	\$ 3,000.00
Rotary Club of First Flight	Nags Head Woods 5k	\$ 1,500.00
The Secotan Alliance	In the Spirit of Wingina 2	\$ 3,000.00
Theatre of Dare	Theatre of Dare 2024-2025 Season	\$ 2,500.00
Town of Manteo	2024 Midnight in Manteo New Years Eve	\$ 15,000.00
Town of Nags Head	Kelly's St. Patrick's Day Parade	\$ 4,500.00
	<i>Total Amount Requested</i>	<i>\$177,500.00</i>

Second by Mr. Overman. Mr. Clissold asked why some of the requests were eligible only for a portion of the requested amount; Lee Nettles explained that the eligible amounts were based off past performance and projected attendance of the event. There was no further discussion. The motion passed unanimously (8-0).

OUTER BANKS VISITORS BUREAU UPDATES:

Lee Nettles noted:

- that the Board was granted the variance for the Boardwalk (9ft instead of 6ft) at the event site, and that Albemarle and Associates were working to designate the former Dairy Queen and Pamlico Jacks parcels as event site(s) with the boardwalk and pickleball as permitted uses.
- filming for the long form YouTube ‘The Outer Edge’ wrapped and production for the first episodes were under way.
- the addition of Mindtrip and Ripe (planning and booking programs respectively) to outerbanks.org to help visitors plan their trip. Currently, Ripe works with the hotel reservation booking systems but work is ongoing to incorporate bookings with rental agencies.

He then reviewed the marketing dashboard and visitation numbers.

Jeff Schwartzberg reviewed the Long Range Tourism Management Plan Special Committee meeting, businesses that had made the OBX Promise, and upcoming presentations, and conferences.

Lorrie Love noted that advertising space in the 2025 Outer Banks Travel Guide was sold out. She then discussed the upcoming Tourism Summit on November 7, 2024 at the Pioneer Theater in Manteo.

Aaron Tuell talked about an upcoming appearance on WAVY TV 10 and other recent media efforts.

Ms. Judge left the meeting at 9:56 a.m.

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

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

BOARD MEMBER COMMENTS: Mr. Hess noted the upcoming reverse raffle hosted by the Outer Banks Chamber of Commerce. The Chair noted the upcoming Duck Jazz Festival.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, October 17, 2024 at 9:00 a.m. at the Curtis H. Creech Boardroom, Outer Banks Visitors Bureau Administrative Offices, One Visitors Center Circle, Manteo, NC.

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

ATTESTED:



 Clerk, Dare County Tourism Board

**DARE COUNTY TOURISM BOARD RESOLUTION SUPPORTING REINSTITUTION OF THE
AREA OF ENVIRONMENTAL CONCERN DESIGNATION FOR JOCKEY'S RIDGE STATE
PARK**

WHEREAS, Jockey's Ridge State Park is one of the most visited State Parks in North Carolina and it is the only state park fully within the boundaries of a town- Town of Nags Head; and

WHEREAS, In addition to being a state park, Jockey's Ridge is also a dedicated nature preserve under North Carolina General Statutes 143B-135.260 State Nature Preserves Act.

WHEREAS, the North Carolina Coastal Resources Commission (CRC) was created to protect the beautiful and fragile coastal resources thanks in part to the Coastal Area Management Act and the rules and policies of the CRC; and

WHEREAS, Jockey's Ridge State Park contains unique geological formations identified by the State Geologist and, therefore, meets the criteria of an Area of Environmental Concern as established in North Carolina General Statutes 13A-113; and

WHEREAS, North Carolina General Statutes 13A-115 states that Areas of Environmental Concern should not be deleted unless it is found that the conditions upon which the original designation was based have been substantially altered; and

WHEREAS, Jockey's Ridge State Park is an important educational, scientific, and scenic resource that would be jeopardized by uncontrolled or incompatible development; and

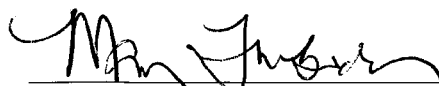
WHEREAS, at its August 6, 2024 Special Meeting, the North Carolina CRC voted unanimously to begin the process of reinstating Area of Environmental Concern protections for Jockey's Ridge State Park to include a prohibition on [commercially] removing sand from the park and restrictions on development immediately adjacent to the park; and

WHEREAS, the preservation of the valuable resource of more than local significance is the objective of this designation; and


WHEREAS, two public hearings regarding the process of reinstating Area of Environmental Concern protections have been held, and the public comment period is open to November 4, 2024;

NOW, THEREFORE, BE IT RESOLVED, that the Dare County Tourism Board does formally submit this resolution in support of the re-establishment of Jockey's Ridge State Park as an Area of Environmental Concern and allow it the special protections granted by this designation.

ADOPTED THIS 17th DAY OF OCTOBER, 2024 by support of the Dare County Tourism Board.



Monica Thibodeau, Chair
Dare County Tourism Board

ATTEST: 

Amy Wood, Clerk, Dare County Tourism Board