

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD MEETING
THURSDAY, AUGUST 27, 2015
9:00 A.M.
OUTER BANKS WELCOME CENTER ON ROANOKE ISLAND
MANTEO, NC 27954**

ATTENDING: Tim Cafferty, Chair; Susie Walters, Vice-Chair; Dorie Fuller, Treasurer; Nancy Caviness, Secretary; Tonia Cohen, Ernie Foster, Leo Holland, Natalie Kavanagh, Wally Overman, Martha Wickre and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Ervin Bateman, Assistant Treasurer; Sheila Davies, and Donny King

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Aaron Tuell, Public Relations Manager
Amy Wood, Clerk to the Board/Administrative Specialist

OTHERS: Dave Hallac, Superintendent, and Mark Dowdle, Deputy Superintendent, National Park Service; Neel Keller, *Outer Banks Sentinel*; Gwen White, Ron Curtis, Bob and Ariel Walton, Lion Club.

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: The Chair asked to add a closed session pursuant to NCGS 143.318.11 (a)(5)(ii) to the agenda as item 11. Mr. Overman moved to approve the agenda as amended. Ms. Fuller seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Holland moved to approve the minutes from the June 25, 2015 meeting. Ms. Kavanagh seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Superintendent Hallac discussed ORV access changes on Hatteras Island and the progress of beach accesses and interdunal roads.

CHAIRMAN'S REPORT: The Chairman introduced Gwen White, with the Lions Club and Chair of the Visual Impaired Person (VIP) Fishing Tournament. Gwen White played a video (which the Board funded via the grant program), discussed the upcoming fall tournament, and thanked the Board for their assistance in funding.

A copy of the year-long visitor profile study was given to the Board (on file). A presentation on the survey will be done at the September 24, 2015, meeting.

BUDGET AND FINANCE REPORT: Ms. Fuller reviewed:

- meals and occupancy receipts received. Receipts for fiscal year 2015-2016 to date are up 2.78% from the same time period in fiscal year 2014-2015.
- a budget amendment for Fiscal Year 2015-2016, creating a line item for Hatteras and Oregon Inlets dredging. Ms. Fuller moved to approve the budget amendment for Fiscal Year 2015-2016. Ms. Walters seconded. There was no discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- news stories and interviews regarding shark bites that occurred in Dare County.
- speech given in New Bern, NC, regarding offshore drilling for oil and gas.
- DMAI and ESTO conference attendance.
- Visit from Simpleview and progress on the new website.
- Updated Economic Impact of Tourism numbers. Dare County experienced at 6.95% increase over last year, for a total of over one billion dollars in tourism expenditures.
- Inquiry, Fulfillment and Visitation numbers.
- Board member opportunities for Group FAM tours in September.

Aaron Tuell reviewed recent travel articles and media familiarization tours.

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

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

Ms. Walters moved to enter closed session to establish or instruct the public body's negotiating agents concerning the position to be taken as to the amount or other material terms of the Executive Director's employment contract pursuant to NCGS 143-318.11(a)(5)(ii). Ms. Fuller seconded. The meeting entered into closed session at 10:03 a.m.

The meeting resumed open session at 10:09 a.m. Ms. Caviness moved to authorize the Chair to enter into the employment contract with the Executive Director, Lee Nettles. Ms. Walters seconded. There was no discussion and the motion passed unanimously.

BOARD MEMBER COMMENTS: Mr. Foster invited the Board to Day the Docks September 17, 18, and 19, 2015. Ms. Wickre reviewed the SailNC events and noted the Town of Manteo had taken over Dare Day.

SET TIME, DATE AND PLACE OF NEXT MEETING: The next meeting set for September 24, 2015 at 9:00 a.m. at the Outer Banks Welcome Center on Roanoke.

Hearing no further business before the Board, the Chair adjourned the meeting at 10:21 a.m.

Attested:



Secretary, Dare County Tourism Board