

**RECORD OF MINUTES**  
**DARE COUNTY TOURISM BOARD MEETING**  
**THURSDAY, JANUARY 15, 2015**  
**9:00 A.M.**  
**OUTER BANK WELCOME CENTER**  
**MANTEO, NC**

**ATTENDING:** Ervin Bateman, Tim Cafferty, Nancy Caviness, Tonia Cohen, Shelia Davies, Dorie Fuller, Leo Holland, Natalie Kavanagh, Donny King, Wally Overman, Susie Walters, Martha Wickre, and Dwight Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Ernie Foster

**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:** Terry Moore and Anna Sadler, Outer Banks Blue; Superintendent Dave Hallac and Mark Dowdle, National Park Service, Outer Banks Group; Bobby Outten, County Manager; Sally DeFosse, Becky Huff, Tax Collector and Dave Clawson, Finance Officer, Dare County.

The meeting was called to order at 9:01a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

**OPENING:** The Clerk swore in the following Dare County Tourism Board Appointees:

- Tonia Cohen, Outer Banks Hotel/Motel Association
- Nancy Caviness, Town of Duck
- Dorie Fuller, Outer Banks Chamber of Commerce
- Leo Holland, Town of Southern Shores
- Natalie Kavanagh, Member-at-Large, Hatteras Island
- Martha Wickre, Town of Manteo

Mr. Wheless presented the Nominating Committee's recommended slate of candidates:

- **Chair:** Tim Cafferty. Mr. Wheless called for nominations from the floor. Ms. Fuller moved to nominate Tim Cafferty as Chair. Hearing no further nominations, Mr. Wheless called for the vote. The motion passed unanimously.
- **Vice-Chair:** Susie Walters. Mr. Wheless called for nominations from the floor. Ms. Fuller nominated Susie Walters as Vice-Chair. Hearing no further nominations, Mr. Wheless called for the vote. The motion passed unanimously.
- **Secretary:** Nancy Caviness. Mr. Wheless called for nominations from the floor. Ms. Fuller nominated Nancy Caviness as Secretary. Hearing no further nominations, Mr. Wheless called for the vote. The motion passed unanimously.

- Treasurer: Dorie Fuller. Mr. Wheless called for nominations from the floor. Ms. Walters nominated Dorie Fuller as Treasurer. Hearing no further nominations, Mr. Wheless called for the vote. The motion passed unanimously.
- Assistant Treasurer: Ervin Bateman. Mr. Wheless called for nominations from the floor. Ms. Fuller nominated Ervin Bateman as Assistant Treasurer. Hearing no further nominations, Mr. Wheless called for the vote. The motion passed unanimously.

Mr. Wheless turned the floor over to Chair Tim Cafferty.

**APPROVAL OF AGENDA:** Ms. Davies moved to approve the agenda. Mr. Overman seconded. There was no discussion and the motion passed unanimously.

**APPROVAL OF MINUTES:** Ms. Fuller moved to approve the minutes from the December 18, 2014 meeting as amended. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.

The new National Park Service (NPS) Superintendent for the Outer Banks Group Dave Hallac introduced himself to the Board, and then discussed upcoming action on: beach nourishment within the Cape Hatteras National Seashore, ORV restrictions and fee increases at the NPS sites. He also noted that NPS will fully fund lifeguards along the Cape Hatteras National Seashore all seven days of the week during the summer.

Becky Huff and Dave Clawson reviewed how the meals and occupancy taxes are collected and distributed.

**CHAIRMAN'S REPORT:** Board members introduced themselves. The Chair asked Board members to fill out their committee selection sheet. The Chair discussed his plan to change the format of future board meetings.

**BUDGET AND FINANCE REPORT:** Dorie Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2014-2015 to date are up 3.94% from the same time period in fiscal year 2013-2014.

The Chair asked about the \$300,000 awarded to the County for the dredging at Oregon Inlet. Diane Bognich noted that the money was in the Natural, Historic and Cultural line item instead of being a separate line item, but that could be changed if the board so desired.

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

- Introduced staff
- Reviewed the upcoming Destination Marketing Association of North Carolina meeting
- Reviewed upcoming events
- Progress on the RFP for website development/redesign
- Placing spring television buys in North Carolina, Virginia, and Pennsylvania/Maryland/DC area
- Reviewed the inquiry, fulfillment and visitation numbers

Lorrie Love reviewed the ABA Annual Marketplace in St. Louis, MO. She noted upcoming tradeshow and events, and announced the location for the May 7, 2015 Tourism Summit, which will be held at Pamlico Jacks. Lee Nettles reviewed plans for the Tourism Summit, which includes a ribbon cutting/kick-off party for the Event Site.

Aaron Tuell reviewed recent media efforts, including a story and video for Sport Fishing Magazine, press coverage and an upcoming familiarization tour in May 2015. He also reviewed staff work for Tumblr.

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

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

**BOARD MEMBER COMMENTS:** Ms. Walters welcomed the new members and stated that she looked forward to working with them.

**PUBLIC COMMENTS:** There were no public comments made at this meeting.

**SET TIME, DATE AND PLACE OF NEXT MEETING:** February 26, 2015 at 9:00 a.m. at the Outer Banks Welcome Center on Roanoke Island.

Hearing no further business before the Board, the Chair adjourned the meeting at 10:45 a.m.

Attested:

  
Secretary, Dare County Tourism Board