

RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, APRIL 23, 2015  
9:00 A.M.  
OCEAN BOULEVARD RESTAURANT  
4700 N. VIRGINIA DARE TRAIL  
KITTY HAWK, NC 27949

**ATTENDING:** Tim Cafferty, Chair; Dorie Fuller, Treasurer; Ervin Bateman, Assistant Treasurer; Nancy Caviness, Secretary; Tonia Cohen, Ernie Foster, Leo Holland, Natalie Kavanagh, Donny King, Wally Overman, Martha Wickre, and Dwight Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Susie Walters, Vice-Chair; and Sheila Davies.

**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:** Dave Hallac, Superintendent; Mark Dowdle, Deputy Superintendent; Daniel Candzura, Acting Chief Ranger; National Park Service, Outer Banks Group; Philip Ruckle, *The Coastland Times*; Christopher Nave, Outer Banks Association of REALTORS®; Nicole Zadd, Outer Banks Blue; and Debbie Griggs.

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. Fuller moved to amend the agenda to include the Auditor RFP under Budget & Finance. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.

**APPROVAL OF MINUTES:** The Chair noted that Jay, not Dwight, Wheless had attended the March 26, 2015 meeting. Mr. Holland moved to approve the minutes from the March 26, 2015 meeting as corrected. Ms. Fuller seconded. There was no discussion and the motion passed unanimously.

Ms. Caviness moved to approve the minutes from the April 14, 2015 Special Meeting. Ms. Wickre seconded. There was no discussion and the motion passed unanimously.

**PUBLIC COMMENTS:** Superintendent Hallac reviewed progress with beach nourishment and ORV access and species management on Hatteras Island. Mr. Foster thanked the Superintendent/National Park Service for their efforts and participation in the community.

Mr. King welcomed the Board to Ocean Boulevard and reviewed the history of the restaurant and building, which was once a hardware store.

**CHAIRMAN'S REPORT:** The Chair reviewed the following Short Term Restricted Fund Project Grant Extension Requests:

- Outer Banks National Scenic Byway, Dare County Committee extension to December 31, 2015 for Wayshowing signs and June 30, 2016 for Interpreting the Cultural Intrinsic Qualities. Mr. Holland moved to approve the extensions. Ms. Fuller seconded. There was no discussion and the motion passed unanimously.
- Dare County, extension to the end of July 2015 for Rodanthe Beach Access. Ms. Wickre moved to approve the extension. Mr. Overman seconded. There was no further discussion and the motion passed unanimously.

The Chair announced:

- there would be a ribbon cutting for the Rodanthe Beach Access on May 2, 2015.
- the Outer Banks Conservationists, Inc, had withdrawn their Natural, Historic and Cultural Resources Grant Request.
- an additional Bureau of Ocean Energy Management meeting on Monday, April 27, 2015.

Lee Nettles noted that the other Natural, Historic and Cultural Resources Grant for Roanoke Island Historical Association and Fireworks grants received consensus from the Dare County Commissioners.

**BUDGET AND FINANCE REPORT:** Ms. Fuller reviewed:

- bids for auditing services. Only one bid was received, which was from Johnson, Burgess, Mizelle and Straub, the Board's current auditor. The contract price and services would remain the same as the current contract. Ms. Fuller moved to accept the bid from Johnson, Burgess, Mizelle and Straub. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.
- meals and occupancy receipts received. Receipts for fiscal year 2014-2015 to date are up 3.72% from the same time period in fiscal year 2013-2014.
- budget amendment for Fiscal Year 2014-2015, which appropriates \$72,000 from the fund balance and increases the Established Event Developer Grant line item. Ms. Fuller moved to approve the Budget Amendment for Fiscal Year 2014-2015. Mr. Holland seconded. There was no discussion and the motion passed unanimously.
- proposed budget for Fiscal Year 2015-2016. Highlights of the budget include: a revenue increase of 4% over Fiscal Year 2014-2015; an increase in retirement due to changes by the State of North Carolina; Insurances (health, workers comp, liability, and property) continue to increase; and infrastructure repairs.

After reviewing, Ms. Fuller moved to set the Public Hearing for the Fiscal Year Budget for May 28, 2015 at 9:15 a.m. at the Outer Banks Welcome Center on Roanoke Island. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.

**GRANTS & LOCAL PUBLIC RELATIONS:** Ms. Kavanagh reviewed the following Event Grant Recommendations:

- Annual Advice 5K Turkey Trot: \$5,500 Advice 5K Turkey Trot, to be used for Jeff Galloway Appearance Fee and Promotional Video Production
- Cape Hatteras Anglers Club: \$5,000 for Invitational Surf Fishing Tournament
- Dare County Arts Council: \$6,000 for DASH Symposium/Surfalorus Film Festival
- Dare County Arts Council: \$3,000 for Outer Banks Veterans Week
- Bryan Cultural Series: \$3,500 for NY Gilbert & Sullivan Players Production of *Pirates of Penzance*
- Friends of Jockey's Ridge: \$1,500 for Carolista Baum birthday celebration
- Manteo Rotary Club: \$9,000 for Inshore Slam Fishing Tournament
- Roanoke Island Historical Association: \$10,000 for PsychoPath
- Sudan Shrine Temple: \$12,500 for Sudan Shrine Ceremonial

Ms. Caviness asked to recuse herself from voting. The Board reached consensus, allowing her to recuse herself.

Ms. Kavanagh made a motion to approve the Event Grant recommendations as presented. Ms. Cohen seconded. The motion passed unanimously.

Ms. Kavanagh reviewed the following Established Event Developer Grant Recommendations:

- Town of Duck: \$6,000 for Duck Jazz Festival
- Eastern Surfing Association: \$10,000 for Easterns [Surfing Contest]
- Elizabethan Gardens: \$15,000 for WinterLights
- Hatteras Village Civic Association: \$25,000 for Christmas Parade, Storytelling Festival, Starry Nights and Day at the Docks
- Outer Banks Seafood Festival: \$35,000 for the Outer Banks Seafood Festival
- Outer Banks Sporting Events: \$75,000 for Storm the Beach, Outer Banks Triathlon, Flying Pirate, Outer Banks Marathon

Mr. Bateman asked to recuse himself from voting. The Board reached consensus, allowing him to recuse himself.

Ms. Kavanagh moved to approve the Established Event Developer Grants as recommended. Ms. Cohen seconded. The motion passed unanimously.

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

- Free Concert on May 7 to celebrate National Tourism Week. The concert will be held at Jennette's Pier and in conjunction with the Tourism Summit
- Events and Marketing Assistant starting on April 27, 2015
- Agenda for the Tourism Summit
- Progress on print and event marketing plans [a marketing committee meeting will be scheduled for May]
- Contract with Simpleview should be completed and signed in the very near future
- Internet, fulfillment and visitation numbers. The Board queried the decrease in buses at the Wright Brothers National Memorial. Lorrie Love noted that a few of the northern bus companies delayed trips due to weather.

Mr. Holland was excused at 9:55 a.m.

Lorrie Love reviewed the recent Canadian sales and media mission and upcoming events at Soundside (formerly called the Outer Banks Event Site).

Aaron Tuell reviewed the May issue of *Our State* magazine, which features several photo essays on the Outer Banks and an upcoming media mission and FAM Tour in May, following the Society of American Travel Writers Conference held in Norfolk, VA. The Bureau is a marketplace sponsor for this event. Aaron Tuell also announced that US News and World Report ranked the Outer Banks the Number 1 Family Beach Vacation for 2015; upcoming board member opportunities to interact with media; and potential for a photo essay of Roanoke Island for a future issue (2016) of *Our State*.

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

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

**BOARD MEMBER COMMENTS:** Mr. Overman noted that Dare County would not be able to help with maintenance at Soundside due to a lack of finances and personnel. Mr. Overman then suggested an airplane display at the Wright Brothers National Memorial might bring more visitors to the site. Superintendent Hallac noted he would pass the idea on to the First Flight Society.

**SET TIME, DATE AND PLACE OF NEXT MEETING:** May 28, 2015 at 9:00 a.m. at the Outer Banks Welcome Center on Roanoke Island, with a Public Hearing for the proposed budget for Fiscal Year 2015-2016 at 9:15 a.m.

Ms. Caviness moved to adjourn. Mr. Bateman seconded. There was no discussion and the motion passed unanimously. The meeting adjourned at 10:05 a.m.

Attested:



Secretary, Dare County Tourism Board