

RECORD OF MINUTES
DARE COUNTY TOURISM BOARD MEETING
THURSDAY, DECEMBER 18, 2014
9:00 A.M.
OUTER BANKS WELCOME CENTER ON ROANOKE ISLAND
MANTEO, NC

ATTENDING: Monica Thibodeau, Chair; Tim Cafferty, Vice Chair; Dorie Fuller, Treasurer; Ervin Bateman, Assistant Treasurer; Jodi Hess, Secretary; Tonia Cohen, Jamie Daniels, Ernie Foster, Natalie Kavanagh, Donny King, Wally Overman, Susie Walters, and Dwight Wheless, Legal Counsel.

EXCUSED ABSENCE: Sheila Davies.

STAFF:

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

OTHERS: Philip Ruckle, *The Coastland Times*; Terry Moore, Outer Banks Blue; Bob Woodard, Chair, Dare County Commissioners; Margarette Umphlett, Dare County Commissioners; Bobby Outten, Dare County Manager; Dave Clawson, Finance Director, Dare County; Howard Schiffman, Oregon Inlet Task Force; Mark Dowdle and Cyndy Holda, National Park Service; Lynda Wood, Outer Banks Sporting Events; and Lisa Murphy, Johnson, Burgess, Mizelle and Straub.

The meeting was called to order at 9:10 a.m. The Board had a moment of silence, and then recited the pledge of allegiance.

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

APPROVAL OF MINUTES: Ms. Hess moved to approve the minutes from the November 20, 2014 meeting. Ms. Walters seconded. There was no discussion and the motion passed unanimously.

CHAIRMAN'S REPORT: Lynda Wood presented outgoing board members with a framed copy of the official Outer Banks Marathon artwork and thanked the Board for their support of Outer Banks Sporting Events.

Dare County Commissioners Chairman Bob Woodard requested \$300,000 to assist in securing a matching amount from the state in order to dredge Oregon Inlet and establish a temporary channel. Legal counsel cited the legislation dictating how, and for what, the Tourism Board Restricted Funds could be disbursed and asked the Commissioners how this request was covered by the legislation. Both Bob Woodard and Bobby Outten cited the financial impact the inlet has on the area and the amount of money charters bring to the area.

Board members discussed the impact of the inlet on: charters, which are largely made up of out of town customers; local seafood, which is hard to come by, and more expensive, if the boats take their catch to other areas if the inlet is blocked; and the reputation of the area among boat captains; what would happen if a charter boat used an unmarked span and damaged the bridge; what the plan was for future funding for dredging.

Mr. Cafferty moved to approve \$300,000 from the Natural, Cultural and Historic Restricted Fund Line Item in order to secure a matching amount from the State of North Carolina, and the funds would be used to contract with the Army Corp of Engineers to dredge a temporary channel in Oregon Inlet. Mr. Bateman seconded. Legal Counsel noted his satisfaction with the answer provided and felt that the use of Restricted Funds was justified. There was no further discussion and the motion passed unanimously.

The Chair reviewed the following Short Term Restricted Fund Grant Award Recommendations:

- Town of Kill Devil Hills, \$80,250 for a sidewalk from Kill Devil Hills Fire Station to West Third Street on the west side of US 158. Mr. Daniels moved to approve the award. Mr. Cafferty seconded and then inquired as to the difference of width in this request and others. Diane Bognich noted that the Short Term Restricted Guidelines do not specify width of paths but sidewalks are usually five foot wide and multi-use paths were wider. There was no further discussion and the motion passed unanimously.
- Town of Kitty Hawk, \$17,647 for 16 additional parking spaces at the Lillian Street Beach Access. Mr. King moved to approve the award. Ms. Walters seconded. There was no discussion and the motion passed unanimously.
- Town of Nags Head, \$120,000 for a multi-use path on the west side of US 158, running from Windjammer Road to Carolista Drive. Mr. Bateman moved to approve the award. Mr. King seconded, and then inquired as to the amount of the project. Diane Bognich explained. Mr. Bateman amended his motion that the award was not to exceed 50%, or \$120,000, whichever was greater. Ms. Fuller seconded. There was no further discussion and the motion passed unanimously.

BUDGET AND FINANCE REPORT: Lisa Murphy presented the audit report for Fiscal Year 2013-2014. Mr. Daniels moved to receive the Fiscal Year 2013-2014 Audit. Ms. Fuller seconded. There was no discussion and the motion passed unanimously.

Ms. Fuller reviewed the Budget Amendment for Fiscal Year 2014-2015. This amendment establishes a Capital Project Fund and shows revenue transfers from the Special Revenue Fund line item for the Event Site. Mr. Daniels moved to approve amendment as presented. There was no discussion and the motion passed unanimously.

Ms. Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2014-2015 to date are up 3.57% from the same time period in fiscal year 2013-2014.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- The 111th Celebration of the First Flight
- OBXmas Weekends
- 12 Days of OBXmas sweepstakes on Facebook
- Attendance at the NCDOT meeting regarding traffic. He noted the Board/Bureau will do all they can to promote alternate routes to the Outer Banks and will work with the Property Managers Association to promote alternative check in days.
- Age of the website and the need to begin to redesign the site. He would like to bid out design work for the website. The Board offered no resistance.

OUTER BANKS VISITORS BUREAU UPDATES (continued):

- Inquiry, Fulfillment and Visitation numbers. Mr. Bateman questioned the difference between the visitation numbers, which show visitation down in places, and the meals and occupancy receipts, which show business being up. The Board discussed various factors that play into this and again requested that Dare County Finance Office come to a Board meeting and discuss how taxes are collected and distributed.

Lorrie Love reviewed the recent sales missions. Lee Nettles reviewed recent social media and public relations efforts.

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

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

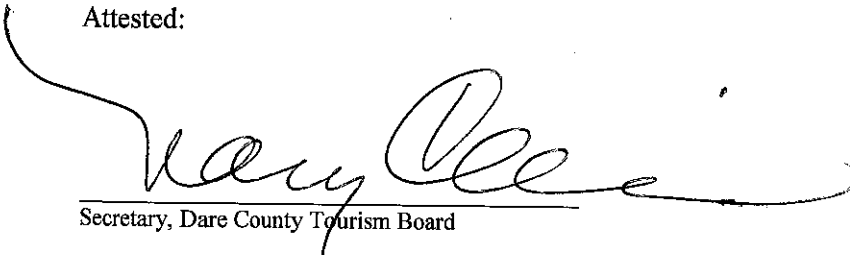
BOARD MEMBER COMMENTS: Mr. Cafferty thanked Chair Thibodeau for her service and grace in handling many of the items that came before the Board.

PUBLIC COMMENTS: There were no public comments made.

SET TIME, DATE AND PLACE OF NEXT MEETING: The meeting was set for Thursday, January 15, 2015 at 9:00 a.m., at the Outer Banks Welcome Center on Roanoke Island.

Hearing no further business, the Chair adjourned the meeting at 11:09 a.m.

Attested:


Secretary, Dare County Tourism Board