

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, FEBRUARY 18, 2016
9:00 A.M.**

**OUTER BANKS WELCOME CENTER ON ROANOKE ISLAND
MANTEO, NC 27954**

ATTENDING: Susie Walters, Chair; Ervin Bateman, Vice Chair; Dorie Fuller, Treasurer; Leo Holland, Assistant Treasurer; Nancy Caviness, Secretary; George Banks III, Bambos Charalambous, Tonia Cohen, Mike Hogan, Natalie Kavanagh, Stuart Pack, Wally Overman, Martha Wickre, and Dwight Wheless, Legal Counsel.

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: Philip Ruckle, The Coastland Times; Lynda Wood and Jenny Ashe, Outer Banks Sporting Events.

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

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda as presented. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Holland moved to approve the January 28, 2016 meeting minutes. Ms. Caviness seconded. There was no discussion and the motion passed unanimously.

ESTABLISHED EVENT DEVELOPER GRANT REVIEW: Lynda Wood and Jenny Ashe reviewed the role of Outer Banks Sporting Events (OBSE) and the economic impact of the OBSE races on the community.

PUBLIC COMMENTS: No public comments were made at this meeting.

STEERING COMMITTEE/CHAIR'S REPORT: The Chair reviewed the following Short Term Restricted Fund Grant Project Change of Scope/Extension Requests:

- Town of Kill Devil Hills, Sidewalk along west side of Hwy158. Due to higher than expected bids for phase III, the Town wishes to allocate the granted funds to phase IV of the sidewalk project, which connects sidewalks on the east side of Hwy 158 without going over the allocated grant funding. The Town also requests an extension to September 30, 2016. Mr. Hogan noted the Town had been in discussion with the owners of the Belk Shopping Center regarding cost sharing the project. Ms. Fuller moved to approve the change in scope and the extension to September 30, 2016. Mr. Holland seconded. There was no discussion and the motion passed unanimously.
- Outer Banks Scenic Byways, Wayshowing Signage. Outer Banks Scenic Byways requested an extension to June 30, 2016. Mr. Overman moved to approve an extension to June, 30 2016. Ms. Wickre seconded. There was no discussion and the motion passed unanimously.

- Outer Banks Scenic Byways, Interpretive Program. Outer Banks Scenic Byways requested an extension to December 31, 2017. Ms. Kavanagh moved to approve an extension to December 31, 2017. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

Lee Nettles reviewed pricing for a facilitator for a strategic planning retreat. Staff received three estimates; from Margaret Henderson from the UNC School of Government; Berkeley Young, and Edward McWilliams. The Board discussed the fees and experience of each of the facilitators, noting that while the School of Government representative had facilitator experience, she did not have experience with a Tourism Development Authority while the others did. Mr. Overman moved to select Berkeley Young as the facilitator for the retreat. Mr. Hogan seconded. There was no discussion and the motion passed unanimously. Staff will send the Board dates to choose from for the strategic planning retreat.

Lee Nettles noted that the letter from the state auditor had been received. The Bureau/Board has the opportunity to respond to the letter and the Executive Director is working on the final response to the letter.

BUDGET AND FINANCE REPORT: Ms. Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2015-2016 to date are up 5.72% from the same time period in fiscal year 2014-2015.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- A meeting with the Airport Authority and Bureau staff
- North Carolina Watermen United thanked Board for their letter regarding action on the Southern Flounder
- Letter renaming the visitor services portion of the Roanoke Island building after Sarah Owens
- Washington DC visit to speak before Bureau of Ocean Energy Management regarding off shore drilling. A draft of the five-year plan will be released soon for comments and Lee Nettles will let the Board know when this happens.
- Dates for the public viewing/comments for the NPS modified ORV plan
- OBX Biggest Fan contest
- The draft framework for the new website. Ms. Kavanagh asked that the Cape Hatteras Lighthouse be featured as a hero image on the site as well as other lighthouses/attractions
- Video buy instead of a cable TV buy
- Inquiry, fulfillment and visitation numbers

Lorrie Love will not be attending the State sponsored International Sales Mission in Canada but Aaron Tuell will still attend for public relations. She also reviewed her upcoming Travel South Familiarization Tour and the upcoming Tourism Summit.

Aaron Tuell showed clips from the "How to" series the Bureau is creating. These videos featured answers to several frequently asked questions regarding vacation home rentals. He also reviewed recent and upcoming articles about the Outer Banks.

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

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


BOARD MEMBER COMMENTS: Mr. Hogan noted he was happy to be on the Board.

Mr. Bateman was excused at 10:33 a.m.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next Tourism Board meeting was set for Thursday, March 17, 2016 at 9 a.m. at the Outer Banks Welcome Center on Roanoke Island.

Hearing no further business before the Board, the Chair adjourned the meeting at 10:35 a.m.

ATTESTED:



Secretary, Dare County Tourism Board