

RECORD OF MINUTES
DARE COUNTY TOURISM BOARD MEETING
THURSDAY, FEBRUARY 21, 2014
10:00 A.M.
OUTER BANK WELCOME CENTER
MANTEO, NC

ATTENDING: Monica Thibodeau, Chair; Tim Cafferty, Vice Chair; Jodi Hess, Secretary; Dorie Fuller, Treasurer; Ervin Bateman, Assistant Treasurer; Jamie Daniels, Sheila Davies, Natalie Kavanagh, Donny King, Brent Sorensen, Susie Walters, Virginia Tillett, 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: Erica Rohrbacher, Outer Banks Blue; Chris DeWitt, VHB; and John DeLucia, Albemarle and Associates.

The meeting was called to order at 10:03 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

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

APPROVAL OF MINUTES: Ms. Hess moved to approve the minutes from the January 16, 2014 meeting. Mr. Cafferty seconded. There was no discussion and the motion passed unanimously.

CHAIRMAN'S REPORT: The Chair reviewed the Natural, Historic and Cultural line item grant request from Manteo Preservation Trust in the amount of \$19,250 to replace the bell tower on the historic Dare County Courthouse. Ms. Fuller made a motion to award \$19,250.00 to Manteo Preservation Trust. Ms. Davies seconded. There was no discussion and the motion passed unanimously.

The Chair reviewed the 4th of July Fireworks Grant Requests. Mr. Bateman moved to award the following amounts:

- Avon Property Owner's Association: \$7,144.25
- Town of Kill Devil Hills: \$7,937.25
- Town of Manteo: \$7,937.25
- Town of Nags Head: \$8,731.25

Mr. Cafferty seconded. There was no discussion and the motion passed unanimously.

BUDGET AND FINANCE REPORT: Ms. Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2013-2014 to date are up 4.05% from the same time period in fiscal year 2012-2013.

Ms. Fuller reviewed the budget amendment to allocate \$150,000 from Unappropriated Funds to establish the Event Grant Line item. The remaining funds from the Special Project and Tourism Assistance Grants (which have been dissolved) were also transferred into the Event Grant line item. Ms. Davies moved to approve the budget amendment as presented. Mr. Cafferty seconded. There was no further discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Repair work to the roof and windows of Roanoke Island Welcome Center completed and the deadline for proposals for painting the building is February 21, 2014
- Contract signed with MAI for the year-long visitor profile
- Meeting regarding tolls on the Hatteras/Ocracoke ferry. Mr. Daniels moved to authorize the Executive Director to join the initiative of other counties regarding the tolls. Ms. Tillett seconded. There was no further discussion and the motion passed unanimously.
- TV commercial that will run in Spring 2014
- Inquiry Fulfillment and visitation

Lorrie Love announced the Tourism Summit will be held at Roanoke Island Festival Park, May 7-8, 2014.

Aaron Tuell announced the 500,000 Facebook Fans sweepstakes and public relations efforts in regards to Black History Month.

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

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

BOARD MEMBER COMMENTS: Ms. Tillett noted the dedication ceremony for the North Carolina State Highway Marker commemorating the Freedman's Colony. The marker is currently at the Dare Center but will be moved to Highway 64 at a later date. She also noted the 10th Annual Blues Jam at 6:00 p.m. on February 21, 2014.

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

SET TIME, DATE AND PLACE OF NEXT MEETING: Thursday, March 20, 2014 at 9:00 a.m. at the Outer Banks Welcome Center on Roanoke Island.

The Board took a break. Mr. Daniels, Ms. Davies, Ms. Kavanagh and Ms. Tillett were excused at 11 a.m. The meeting resumed at 11:15 a.m.

OUTER BANKS EVENT SITE: John DeLucia and Chris DeWitt reviewed work to be done to the Outer Banks Event Site for phase one of the master planning process. The Board discussed planning and permit processes, use of solar and wind power, timing/scheduling, and next steps.

Mr. Bateman moved to approve \$350,000 for Schematic Design Costs/Phase I of the Outer Banks Event Site Master Planning. Mr. Cafferty seconded. The motion passed unanimously.

Mr. Cafferty moved to adjourn. Mr. Bateman seconded. There was no discussion and the motion passed unanimously. The meeting adjourned at 12:24 p.m.

Attested:



Secretary, Dare County Tourism Board