

RECORD OF MINUTES
DARE COUNTY TOURISM BOARD MEETING
THURSDAY, JUNE 19, 2014
9:00 A.M.
OUTER BANKS WELCOME CENTER ON ROANOKE ISLAND
MANTEO, NC

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

EXCUSED ABSENCE: Sheila Davies, Virginia Tillett.

UNEXCUSED ABSENCE: Ernie Foster, Jamie Daniels.

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: Mark Dowdle, Deputy Superintendent, Cape Hatteras Group, National Park Service; Terry Moore, Outer Banks Blue; Philip Ruckle, *The Coastland Times*

The meeting was called to order at 9:01a.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. Walters seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Bateman moved to approve the minutes from the May 15, 2014 meeting. Mr. Cafferty seconded. Mr. King asked to clarify that the money for lifeguard service was for two days a week in addition to the five days already funded by the NPS. The Board concurred with this clarification. There was no discussion and the motion passed unanimously.

CHAIRMAN'S REPORT: The Chair introduced Deputy Superintendent Mark Dowdle, who spoke to the Board.

The Chair reviewed the following Short Term Restricted Fund Grant extension requests:

- Outer Banks National Scenic Byway- Way showing. Mr. Cafferty moved to approve the extension to June 30, 2015. Mr. King seconded. It was noted that the Scenic Byways Committee was awarded an extension in May 2014 for another part of this grant. There was no further discussion and the motion passed unanimously.
- Town of Duck-Duck Soundside Boardwalk. Ms. Thibodeau moved approve to the extension to December 31, 2014. Mr. Bateman seconded. Ms. Hess questioned the time frame. It was noted that the timeframe was padded in case anything unexpected happened but it would be completed by the 31st.

BUDGET AND FINANCE REPORT: Ms. Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2013-2014 to date are up 4.30% from the same time period in fiscal year 2012-2013.

The Board reviewed the Budget Amendment for Fiscal Year 2013-2014. Ms. Fuller moved to approve the Budget Amendment for Fiscal Year 2013-2014 as presented. Ms. Hess seconded. There was no discussion and the motion passed unanimously.

The Board reviewed the banking recommendations. Ms. Fuller moved to select Southern Bank for a term of three years. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.

The Board reviewed the proposed budget for Fiscal Year 2014-2015. Ms. Fuller moved adopt the Fiscal Year 2014-2015 Budget Ordinance. Mr. Cafferty seconded. There was no discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Improvements to search engine optimization by MMGY, although noting that the recovery of site traffic will take time
- Sale of Featured listings on outerbanks.org
- Changes to the Outer Banks Travel Guide, which include a larger size book, fewer pages, and listings to be treated as The Outer Banks instead of broken up into three geographic locations.
- Inquiry and Visitation Numbers

Lorrie Love reviewed the recent video shoot for Scotty McCreery, German FAM tour and a tradeshow in July.

Aaron Tuell was attending the Society of American Travel Writers conference in Atlantic City.

OLD BUSINESS: Lee Nettles noted the Board had the Executive Summary from the Oregon Inlet Economic Impact Study at their seats.

NEW BUSINESS: The Board discussed Resolution 2014-2, Dare County Tourism Board Resolution Opposing Off Shore Exploration for Natural Gas and/or Oil. The Board discussed the pros and cons of exploration and/or drilling off the coast and for Dare County. Following discussion, Ms. Walters moved to adopt resolution 2014-2. Mr. King seconded. The motion carried 8 to 1(Jodi Hess against).

The Chair noted that Board members received the first round of proposed changes to the bylaws. These changes correct typographical errors and changes to the grant programs.

BOARD MEMBER COMMENTS: Board members discussed the State's proposed budget, which includes the potential sale of Jennette's Pier and how that would impact the area.

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

SET TIME, DATE AND PLACE OF NEXT MEETING: The meeting was tentatively set for Thursday, July 17, 2014 at 9:00 a.m., at the Outer Banks Welcome Center on Roanoke Island.

With no further business before the Board, the Chair moved to adjourn. Mr. Bateman seconded. There was no discussion and the motion passed unanimously. The meeting was adjourned at 10:32 a.m.

Attested:



Secretary, Dare County Tourism Board

Dare County Tourism Board

BE IT ORDAINED by the Governing Board of the Dare County Tourism Board that this budget ordinance be adopted June 19, 2014.

Section 1: It is estimated that the following revenues will be available in the **General Fund** for the fiscal year beginning July 1, 2014 and ending June 30, 2015:

Occupancy Tax Distribution	2,735,073
Prepared Food Tax Distribution.....	1,402,180
Appropriation from Fund Balance	1,029,859
Travel Guide Income	160,000
Merchandise Sales Income	38,580
Interest & Other Revenue	<u>26,080</u>
	5,391,772

Section 2: The following amounts are hereby appropriated in the **General Fund** for the operation of the Tourism Board and its activities for the fiscal year beginning July 1, 2014 and ending June 30, 2015:

Governing Body	29,401
Promotion.....	4,857,326
Aycock Brown Welcome Center	152,350
Roanoke Island/Whalebone/Hatteras Welcome Centers.....	140,075
Travel Guide Expenses	186,600
Merchandise Expenses.....	<u>26,020</u>
	5,391,772

Section 3: It is estimated that the following revenues will be available in the **Special Revenue Fund** for the fiscal year beginning July 1, 2014 and ending June 30, 2015:

Occupancy Tax Distribution	911,691
Prepared Food Tax Distribution.....	467,393
Appropriation from Fund Balance	5,756,246
Interest.....	<u>6,000</u>
	7,141,330

Section 4: The following amount is hereby appropriated in the **Special Revenue Fund** for the use(s) indicated for the fiscal year beginning July 1, 2014 and ending June 30, 2015:

Expenditures.....	7,141,330
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Section 5: It is estimated that the following revenues will be available in the **Event Site Fund** (an enterprise fund) for the fiscal year beginning July 1, 2014 and ending June 30, 2015:

Lease Income.....	3,000
Unappropriated Funds.....	4,880
Interest & Other Revenue.....	<u>220</u>
	8,100

Section 6: The following amounts are hereby appropriated in the **Event Site Fund** for the associated operational costs, beginning July 1, 2014 and ending June 30, 2015:

Expenditures.....	8,100
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Section 7: The Budget Officer is hereby authorized to transfer appropriations as contained herein under the following conditions:

- a) He/she may transfer amounts between line item expenditures within a department without limitation and without a report being required. These changes should not result in increases in recurring obligations such as salaries.
- b) He/she may transfer amounts up to \$5,000 between departments, including contingency appropriations, within the same fund. He/she must make an official report on such transfers at the next regular meeting of the Governing Board.
- c) He/she may not transfer any amounts between funds, except as approved by the Governing Body in the Budget Ordinance as amended.

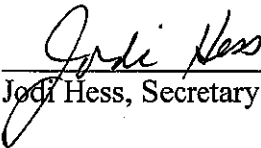
Section 8: The Budget Officer may make cash advances between funds for periods not to exceed 60 days without reporting to the Governing Board. Any advances that extend beyond 60 days must be approved by the Board. All advances that will be outstanding at the end of the fiscal year must be approved by the Board.

Section 9: Copies of this Budget Ordinance shall be furnished to the Clerk to the Governing Board and to the Budget Officer and Finance Officer to be kept on file by them for their direction in the disbursement of funds detailed in the budget adopted by this body 19 June, 2014.



Monica Thibodeau, Chairman

ATTEST:



Jodi Hess, Secretary

**DARE COUNTY TOURISM BOARD RESOLUTION OPPOSING OFF-SHORE EXPLORATION
FOR NATURAL GAS AND/OR OIL**

WHEREAS, off-shore exploration for natural gas and/or oil has been a recurring issue in North Carolina for nearly 30 years; and

WHEREAS, the Dare County Tourism Board has stated their opposition to off-shore exploration for natural gas and/or oil previously; and

WHEREAS, in his February 2013 State of the State Address Governor Pat McCrory's reaffirmed vow for "...immediate action to begin drilling off [the] Atlantic coast..." calls for strong action by North Carolina's coastal communities, environmental conservation organizations, and all interested persons and businesses, to stand firmly in opposition to this serious economic and environmental threat; and

WHEREAS, the 20 counties that comprise North Carolina's coastal region generate more personal and commercial income, public revenues, and employment opportunities, than the petroleum and natural gas industry is estimated to bring into the State, specifically

- In 2013 a record \$20.2 billion in domestic visitor/tourism spending was realized in North Carolina; and
- Out of the 100 counties in the State of North Carolina, in terms of travel expenditures, three of the top 10 counties, in 2012, are coastal counties, including #4, Dare County, which generated \$926,320,000 and more than 11,500 jobs; and
- Dare County alone provides 5% of North Carolina's travel income; and
- Direct tourism employment in North Carolina is approximately 197,700 persons, with a direct tourism payroll of \$4.6 billion; and
- Visitors to North Carolina generated more than \$3 billion in federal, state and local taxes in 2013; and
- The National Marine Fisheries Service reported fish landings in 2012 in North Carolina to be worth \$72,905,625; and

WHEREAS, visitors come from all over the world enjoy the natural beauty of our clean beaches, salt and fresh water marshes, sounds, and tributaries; and

WHEREAS, many of these natural areas provide sanctuary and nesting/breeding grounds for diverse groups of migratory birds, turtles, whales, fish and other forms of wild life; and

WHEREAS, along with recreational enjoyment, our coastal waters and natural habitats provide the world with some of the best wild-caught seafood, renowned for its freshness and exceptional quality; and

WHEREAS, in 2013, Dr. Mike Walden, William Neal Reynolds Professor of Agricultural and Resource Economics prepared "The Economic Potential from Developing North Carolina's On-Shore and Off-Shore Energy Resources" as a research project to take an "objective look at the benefits and costs of developing North Carolina's energy resources;" and

WHEREAS, the study concluded that off-shore drilling would generate \$181 million in annual income, of which \$11 million would be public revenues, with 1,122 jobs created, over a seven-year build-up period; and

WHEREAS, after the first seven years, over a 30-year period off-shore drilling would generate \$1.9 billion in income annually, of which \$116 million would be public revenue, with 16,910 jobs create; and

WHEREAS, these projections are contingent on the actual quantities of oil and gas off-shore, as well as actual prices of these resources; and

WHEREAS, the estimated revenues from off-shore exploration and mining of oil and natural gas do not come near the proven and anticipated growth of revenues directly related to coastal North Carolina's tourism industry; and

WHEREAS, along North Carolina's northern Outer Banks region the county and local governments are pursuing shoreline protection through beach nourishment to protect and preserve the opportunities for beach enjoyment; and

WHEREAS, the inherent risks to our region from off-shore oil and natural gas exploration and drilling have the potential to irrevocably harm our natural environment, our economic well-being, and our overall quality of life, proven by considering just two massive oil spills in waters contiguous to the United States:

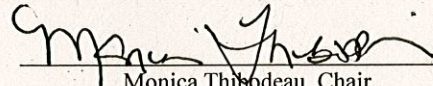
- The Exxon Valdez in 1989, which leaked 10.8 million gallons of crude oil into Prince William Sound, causing \$300 million dollars in environmental damage, and causing 32,000 watermen, who made their living mostly on commercial fishing, economic harm, and reduced tourism by 35 percent in southwest Alaska in the year after the spill; and
- The Deepwater Horizon oil spill in the Gulf of Mexico in 2010, which leaked 205.8 million gallons of crude oil, contaminating 1,100 linear miles of coastline, and caused a net negative impact on tourism across Louisiana, Alabama, Mississippi and Florida even though perception of damage and impact on leisure activities and the seafood industries of these states was found to be worse than the actual physical environmental damage caused by the oil spill; and

NOW, THEREFORE, BE IT RESOLVED, the Dare County Tourism Board continues to be opposed to exploration and production of petroleum resources on the continental shelf or elsewhere off the coast of North Carolina; and

BE IT FURTHER RESOLVED that the Dare County Tourism Board urges all coastal region local governments, Governor Patrick McCrory, and the entire North Carolina General Assembly to oppose offshore petroleum production policies that risk the proven tourism-drive economy of coastal North Carolina.

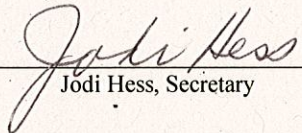
ADOPTED THIS 19th DAY OF JUNE 2014, by support of the Dare County Tourism Board.

DARE COUNTY TOURISM BOARD



Monica Thibodeau, Chair

ATTEST:



Jodi Hess, Secretary