

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD MEETING
THURSDAY, JUNE 25, 2015
9:00 A.M.
OUTER BANKS WELCOME CENTER ON ROANOKE ISLAND
MANTEO, NC 27954**

ATTENDING: Tim Cafferty, Chair; Susie Walters, Vice-Chair; Dorie Fuller, Treasurer; Ervin Bateman, Assistant Treasurer; Tonia Cohen, Sheila Davies, Leo Holland, Natalie Kavanagh, Donny King, Wally Overman, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Nancy Caviness, Secretary; Ernie Foster, and Martha Wickre.

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, and Mark Dowdle, Deputy Superintendent, National Park Service; Philip Ruckle, *The Coastland Times*; Neel Keller, *Outer Banks Sentinel*; David Alberg, Sanctuary Superintendent and Paul Ticco, NOAA, *Monitor* National Marine Sanctuary; John Griffin, Ralph Buxton, and Warren Wrenn, Chicamacomico Life Saving Station; Ray Midgett, Eye On Dare.

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: Legal Counsel noted the addition of 143.318.11 (a) (6) to agenda item 12. Mr. Holland moved to approve the agenda as amended. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Overman moved to approve the minutes from the May 28, 2015 meeting. Ms. Davies seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Superintendent Hallac reviewed forthcoming changes to wildlife barriers and beach closures, as well as progress in opening new ORV access points on Hatteras Island.

PRESENTATIONS:

- NOAA/*Monitor* National Marine Sanctuary: Superintendent of the Sanctuary David Alberg discussed the history and mission of the Sanctuary (materials on file).
- Chicamacomico Historical Association: John Griffin discussed plans to make repairs on the life saving station, potential operating plans for the site, and the events for the 100th Anniversary of the *Mirlo* rescue.

CHAIRMAN'S REPORT: The Chairman reviewed:

- guidelines for the Natural, Historic and Cultural Grant Qualifications & Guidelines. Ms. Davies moved to approve the guidelines as presented. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.
- the request from the Dare County Commissioners for \$1,000,000 for dredging, most immediately for Oregon Inlet. The Board discussed the request. Ms. Walters expressed that she hoped the County Commissioners created a line item for dredging of all Dare County Inlets. Mr. Holland asked how the \$1,000,000 would impact the Tourism Board budget. Lee Nettles noted that the money was being taken from a few restricted fund line items without completely depleting them, so the impact on the budget, especially grants, would be manageable. Mr. King asked how the inlet was being dredged now. Mr. Overman noted the County was working with the Army Corp of Engineers and still using the \$300,000 previously provided by the Tourism Board. Following discussion, Mr. Bateman moved to approve a pledge of up to \$1,000,000 for Fiscal Year 2015-2016, reimbursable to the county after they had exhausted funds they have for dredging, as outlined in the letter from Chairman Woodard (on file). Mr. King seconded. There was no further discussion and the motion passed unanimously.
- a meeting with Representative Tine and other members of the community to discuss the local funding options for funding dredging of Dare County inlets.

BUDGET AND FINANCE REPORT: Ms. Fuller reviewed:

- meals and occupancy receipts received. Receipts for fiscal year 2014-2015 to date are up 3.74% from the same time period in fiscal year 2013-2014.
- a budget amendment for Fiscal Year 2014-2015 balances out the additional revenues and merchandise purchased (due to strong sales) and the fees associated with purchases made by credit card. 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.
- the proposed budget for Fiscal Year 2015-2016. After review, Ms. Fuller moved to adopt the Fiscal Year 2015-2016 Budget Ordinance as presented. Ms. Walters seconded. There was no further discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- marketing plans for Fiscal Year 2015-2016
- internet, fulfillment and visitation numbers

Lorrie Love reviewed recent familiarization and site visits, as well as upcoming events.

Aaron Tuell recent articles in *The Charlotte Observer*, *Champagne Living*, *AMotherWorld* blog, and the *Saturday Evening Post*, as well as upcoming press trips.

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

NEW BUSINESS: The Chair introduced Resolution 2015-3, Resolution in Support of the State's Southern Flounder Fisherman. Mr. Overman noted restrictions on Mahi and Wahoo. Mr. Bateman stated the price had doubled on some fish and it was forcing people to buy imported rather than local seafood. Mr. Bateman moved to approve the resolution. Ms. Walters seconded. There was no further discussion and the motion passed unanimously (on file).

The Board took a five-minute break. The meeting resumed at 10:58 a.m.

Upon return, Ms. Davies moved to enter closed session to review the qualifications competence and performance of the Executive Director pursuant to NCGS 143-318.11(a)(6) and to establish or instruct the public body's negotiating agents concerning the position to be taken as to the amount or other material terms of the Executive Director's employment contract pursuant to NCGS 143-318.11(a)(5)(ii). Ms. Walters seconded. The meeting went into closed session at 10:59 a.m.

The meeting resumed open session at 11:27 a.m. Legal Counsel noted that the Chairman was authorized to enter into an employment agreement with the Executive Director, with some terms and conditions to be discussed with the Executive Director. If the Executive Director finds these terms and conditions agreeable, the Chair can enter into a written agreement with the Executive Director.

BOARD MEMBER COMMENTS: Ms. Kavanagh noted the replacement of the Bonner Bridge was set to happen. Mr. Holland noted that the Baum Center was charging for use of the center after business hours, beginning July 1, 2015. He wanted to make the Board aware of this new policy as members might hear about it in the future. Mr. Overman thanked the Board again for the pledge of funding to help dredge inlets and discussed the impact of sales tax re-distribution on Dare County.

SET TIME, DATE AND PLACE OF NEXT MEETING: The next meeting was tentatively set for July 23, 2015 at 9:00 a.m. at the Outer Banks Welcome Center on Roanoke Island [This meeting was cancelled. The next meeting will be August 27, 2015. Same time and location].

Hearing no further business before the Board, the Chair adjourned the meeting at 11:36 a.m.

Attested:

Secretary, Dare County Tourism Board