

**RECORD OF MINUTES**  
**DARE COUNTY TOURISM BOARD MEETING**  
**THURSDAY, MARCH 20, 2014**  
**9:00 A.M.**  
**OUTER BANKS WELCOME CENTER ON ROANOKE ISLAND**  
**MANTEO, NC**

**ATTENDING:** Monica Thibodeau, Chair; Jodi Hess, Secretary; Dorie Fuller, Treasurer; Ervin Bateman, Assistant Treasurer; Sheila Davies, Ernie Foster, Natalie Kavanagh, Donny King, Susie Walters, Virginia Tillett, and Jay Wheless, Legal Counsel

**EXCUSED ABSENCE:** Tim Cafferty, Vice Chair; and Brent Sorensen.

**UNEXCUSED ABSENCE:** Jamie Daniels

**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*.

The meeting was called to order at 9:12 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

**APPROVAL OF AGENDA:** Ms. Hess moved to approve the agenda. Ms. Fuller seconded. There was no discussion and the motion passed unanimously.

**APPROVAL OF MINUTES:** Mr. Bateman moved to approve the minutes from the February 21, 2014 meeting. Ms. Davies seconded. There was no discussion and the motion passed unanimously.

**CHAIRMAN'S REPORT:** The Chair reviewed the proposals received from the RFP for painting the Roanoke Island Welcome Center and administrative office building. Ms. Walters moved to hire Prime Time Painting. Mr. Bateman seconded. The Board discussed the prep work that would be done before painting. There was no further 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 4.21% from the same time period in fiscal year 2012-2013.

**GRANTS AND LOCAL PUBLIC RELATIONS:** Lee Nettles reviewed the event grant procedures and the recommendations from the Grant Committee. Ms. Davies made a motion to award the following:

- Cape Hatteras Anglers Club- \$5,000 for Invitational Surf Fish Tournament
- Chicamacomico Banks Fire Department-\$1,425 for the Chicamacomico Banks Annual Chili Cook-off
- Children at Play-\$4,000 for Manx on the Banks. Must be used for out of area marketing and promotion.
- Community Care Clinic of Dare-\$1,000 for Ride 4 Life. Must be used for out of market advertising.
- Dare County Arts Council-\$4,750 for Rock the Cape.
- Dare County Arts Council-\$4,650 for Outer Banks Veterans Week
- Dare County Parks and Rec-\$5,478 for Annual Combined Tennis Tournament. Must be used for out of market advertising only.
- Eastern Surfing Association-\$5,600 for ESA Eastern's. Must be used for webcast and out of area marketing only.
- Elizabethan Gardens-\$11,482 for WinterLights. Must be used for out of area advertising only.
- First Flight Society-\$2,000 for National Aviation Day. Must be used for out of area advertising only.
- First Flight Society-\$5,750 for December 17 Flyover
- Hatteras Civic Association-\$13,480 for Day at the Docks
- Hatteras Civic Association-\$11,250 for the Storytelling Festival
- Manteo Preservation Trust-\$5,141 for the Roanoke Island Christmas Weekend
- NC Visually Impaired Person's Fishing Tournament-\$6,340 for the NC Lions V.I.P Fishing Tournament. Must be used for traveling exhibit and video only.
- Outer Banks Chamber of Commerce-\$1,500 for Summeritaville
- Outer Banks Seafood Festival-\$39,480 for the Outer Banks Seafood Festival
- Outer Banks Wedding Association-\$5,000 for the Wedding Weekend and Expo
- Roanoke Island Historical Association-\$2,000 for Haunted History
- Roanoke Island Historical Association-\$7,500 for PsychoPath
- The Rogallo Foundation-\$8,000 for Brewtäg
- Town of Duck-\$5,390 for Duck Jazz Festival
- Town of Manteo-\$4,000 for Cycle NC

Ms. Tillett seconded. There was no discussion and the motion passed unanimously.

Lee Nettles and Diane Bognich explained the need to move one of the application windows for the Event Grant. Ms. Waters made a motion to change the October 1-15 timeframe to August 1 to 15. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles reviewed:

- Year Long Visitor Profile will be launched soon. The National Park Service is allowing the in-person surveys to be conducted on their properties.
- Tourism Summit agenda finalized. He asked for Board members interested in attending to speak with Amy Wood about registration.
- Regional Planning Offices had delayed a vote regarding tolls on the ferries.
- Pending press release about the new grant program and the grants awarded.
- Cycle NC will return to the Outer Banks. The cyclists will stop in Manteo before heading to Hatteras Village, where the trek ends.
- Serving as Chair of the Seafood Festival Committee.
- The 500,000 fans sweepstakes on Facebook. Have reached over 501,000 fans and the sweepstakes wraps up shortly.
- Inquiry, fulfillment and visitation number. Visitation was down at area sites due to the snowy February weather.

Lorrie Love reviewed recent sales missions and several new groups coming to the area this spring. She also reviewed upcoming events throughout the community and at the event site.

Aaron Tuell reviewed upcoming media familiarization tours, media missions and recent articles. He is currently interviewing for a summer intern to help with photography and video.

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

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

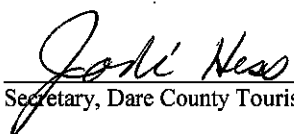
**BOARD MEMBER COMMENTS:** Ms. Walters noted her confidence in Lee Nettles as Chair for the Seafood Festival. Ms. Tillett discussed a meeting with Congressman Walter Jones and community leaders about the importance of Oregon Inlet and Bonner Bridge, and the challenges they face. She asked if the Board could send a letter to Senators Hagan and Burr, asking for their support of legislation introduced by Congressman Jones.

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

**SET TIME, DATE AND PLACE OF NEXT MEETING:** Thursday, April 24, 2014 at 9:00 a.m. at the Outer Banks Welcome Center on Roanoke Island.

Ms. Walters moved to adjourn. Mr. King seconded. There was no discussion and the motion passed unanimously.

Attested:

  
Secretary, Dare County Tourism Board