

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, NOVEMBER 21, 2019
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Wally Overman, Chair; Myra Ladd-Bone, Vice Chair; Pat Weston, Treasurer; Bambos Charalambous, Assistant Treasurer; Mike Hogan, Secretary; George Banks III, Chuck Burdick, Jamie Chisholm, Webb Fuller, Chris Nason, Bobby Owens, David Pergerson, Jeff Pruitt, and Jay 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: Mark Dowdle, Deputy Superintendent, and Beth Hudick, Outer Banks Group, National Park Service; Philip Ruckle, *The Coastland Times*; Bill Coleman, *The Lost Colony*; Chris Sawin, Dare County Arts Council; Jonathan Dail, Johnson, Mizelle, Straub, & Murphy, LLP

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

APPROVAL OF AGENDA: The Chair asked to amend the agenda by moving Old Business up on the agenda. Ms. Weston moved to approve the agenda as amended. Ms. Ladd-Bone seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Burdick moved to approve the meeting minutes from October 17, 2019 and the Closed Session minutes from: October 18, 2018; November 15, 2018; January 17, 2019; February 14, 2019; March 21, 2019. Mr. Pergerson seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Deputy Superintendent Dowdle discussed visitation at the National Park sites, the first annual surf fishing heritage conference, and the upcoming winter Cape Hatteras Lighthouse Climb and First Flight Celebration. He also noted that Oregon Inlet Campground would remain open during the winter.

FISCAL YEAR 2018-2019: Jonathan Dail, Johnson, Mizelle, Straub, & Murphy, LLP presented the audit for Fiscal Year 2018-2019. The audit received an unmodified opinion. Following the review, Mr. Pergerson moved to receive the audit. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously [audit on file at the Outer Banks Visitors Bureau Administrative Offices].

OLD BUSINESS: Lee Nettles touched on the Advisory Group. Staff and the Board discussed the size of the building, renovations of Pamlico Jack's, the safeness of South Beach Grill, a boardwalk, and the role of the Advisory Group. Following discussion, Mr. Fuller moved to set the focus of the Advisory Group as the development of an economically viable Event Center, hosting groups of 300+, and the primary goal of which being to grow overnight visitation during less-than-peak months. Ms. Ladd-Bone seconded. There was no discussion and the motion passed unanimously.

The Board discussed funding options and priorities for the current and future facilities, as well as a boardwalk. During discussion, the Chair reminded the Board that this process was "not a sprint, but a marathon" and that the Advisory Group/Board would work through everything in time.

STEERING COMMITTEE: The Chair reviewed the process for reviewing/recommending the grant awards. Mr. Pergerson asked about the Town of Southern Shores project. Mr. Nason reviewed how it would help the residents and visitors move around the town more safely. Ms. Weston moved to approve the following award recommendations:

Organization	Project	Project Amount	RECOMMENDED AWARD AMOUNT	Organization to Match
Chicamacomico Historical Assoc.	1911 Cistern Improvement	\$48,000.00	\$48,000	No match required
Dare Co. Arts Council	Courtyard Project	\$364,390.00	\$90,950	At least 25%
Frisco Native American Museum	Increase Handicapped Access	\$25,750	\$25,750	No match required
Town of Duck	Pedestrian Improvement	\$487,956.70	\$147,806	At least 50%
Town of Kill Devil Hills	Baum Street-Centennial Path, Phase II	\$122,150	\$55,618	At least 25%
Town of Manteo	Manteo Town Common	\$732,844	\$221,885	At least 50%
Town of Southern Shores	S. Dogwood Trail Walking Path	\$862,127	\$260,993	At least 50%

Mr. Charalambous seconded. The motion passed unanimously.

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2019-2020 are up 3.76% over 2018-2019 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Noted Commissioners consent on the purchase of Pamlico Jack’s
- Reviewed the Seafood Festival and Brewtag
- Played the radio ad for the Food Truck Showdown, scheduled for November 24, 2019
- Unveiled the 2020 Travel Guide
- Reviewed Inquiry, Fulfillment and Visitation numbers

Lorrie Love noted upcoming marketplaces. Aaron Tuell reviewed upcoming media coverage.

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

BOARD MEMBER COMMENTS: Mr. Pergerson noted there is no mandated board member from the property management category of the vacation rental industry. He stated that given the volume of vacation rentals in Dare County and the frequency of vacation-rental-related discussions at the board table, he believes the board should always have a vacation rental professional in the board's make up.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, December 19, 2019 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Mr. Charalambous moved to adjourn. Mr. Pergerson seconded. There was no discussion and the motion passed unanimously. The meeting adjourned at 10:24 a.m.

ATTESTED:



Secretary, Dare County Tourism Board