

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

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

EXCUSED ABSENCE: Sheila Davies, Jamie Daniels, Ernie Foster, and Virginia Tillett.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Lorrie Love, Tourism Sales and Events Manager
Aaron Tuell, Public Relations Director
Amy Wood, Clerk to the Board/Administrative Specialist

OTHERS: Philip Ruckle, *The Coastland Times*; Neel Keller, *Outer Banks Sentinel*; and Chris DeWitt, VHB.

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: Ms. Walters moved to approve the agenda. Ms. Hess seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Ms. Hess moved to approve the minutes from the October 23, 2014 meeting. Ms. Walters seconded. There was no discussion and the motion passed unanimously.

CHAIRMAN'S REPORT: The Chair noted a new superintendent for the Cape Hatteras National Seashore (Outer Banks Group).

Ms. Kavanagh moved to approve an extension to April 2015 for Rodanthe Beach Access, Dare County's Short Term Restricted Fund Grant Project. Mr. Cafferty seconded. There was no discussion and the motion passed unanimously.

The Chair reviewed changes to the Short Term Restricted Fund Grant Guidelines and Application. Ms. Walters moved to approve the amended Short Term Restricted Fund Guidelines and Application. Mr. Bateman 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 2014-2015 to date are up 3.05% from the same time period in fiscal year 2013-2014.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- 2015 Travel Guide
- New social media and online efforts, including Tumblr and Featured Listings on outerbanks.org
- His service on Seafood Festival Board will continue but, at the request of the Tourism Board Steering Committee, he will not serve as Chair
- Internet, Inquiry and Visitation numbers

Lorrie Love briefly reviewed the recent TEAM mission in Las Vegas, and the 12 Days of OBXmas sweepstakes on Facebook. Aaron Tuell reviewed recent media efforts and press coverage.

OLD BUSINESS: The Board discussed the bid process and plans for the Outer Banks Event Site. Following discussion, Mr. Cafferty moved to direct staff to write a notice of award to Barnhill for Phase 1 on the Master Plan for the Outer Banks Event Site. Mr. Bateman seconded. There was no further discussion and the motion passed unanimously.

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

BOARD MEMBER COMMENTS: The Board discussed marketing efforts by surrounding states to “steal” visitors away from North Carolina and the need to lessen traffic on Highway 12 by promoting alternative routes.

PUBLIC COMMENTS: There were no public comments made.

SET TIME, DATE AND PLACE OF NEXT MEETING: The meeting was set for Thursday, December 18, 2014 at 9:00 a.m., at the Outer Banks Welcome Center on Roanoke Island.

Mr. Bateman moved to adjourn. Ms. Walters seconded. There was no discussion and the motion passed unanimously. The meeting was adjourned at 9:57 a.m.

Attested:



Secretary, Dare County Tourism Board