

**RECORD OF MINUTES**  
**DARE COUNTY TOURISM BOARD MEETING**  
**THURSDAY, SEPTEMBER 18, 2014**  
**9:00 A.M.**  
**PANGEA TAVERN**  
**41001 NC HIGHWAY 12**  
**AVON, NC 27915**

**ATTENDING:** Monica Thibodeau, Chair; Dorie Fuller, Treasurer; Tonia Cohen, Ernie Foster, Natalie Kavanagh, Donny King, Virginia Tillett, Susie Walters, and Dwight Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Tim Cafferty, Vice Chair; Jodi Hess, Secretary; Ervin Bateman, Assistant Treasurer; Jamie Daniels, and Sheila Davies.

**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:** Malcolm Fearing, North Carolina Department of Transportation (NCDOT), Division 1 Representative; Joe Thompson, Spa Koru and Chef Tracy Morris, Pangea Tavern.

The meeting was called to order at 9:15 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

Joe Thompson and Chef Morris welcomed the Board and reviewed growth at Spa Koru.

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

**APPROVAL OF MINUTES:** Ms. Tillett moved to approve the minutes from the August 21, 2014 meeting. Ms. Fuller seconded. There was no discussion and the motion passed unanimously.

**CHAIRMAN'S REPORT:** The Chair noted staff was still working with the County to have someone speak to the Board regarding tax collections but had sent over a review of how the taxes were charged and collected.

Mr. Fearing reviewed his position at NCDOT, funding for projects and pending projects in Dare County.

**BUDGET AND FINANCE REPORT:** Ms. Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2014-2015 to date are up 1.22% from the same time period in fiscal year 2013-2014.

**GRANTS AND LOCAL PUBLIC RELATIONS:** Diane Bognich reviewed the event grant recommendations. Ms. Cohen asked why certain grants received funding when it appeared that they may not draw visitors into the county. Lee Nettles noted that the applications reported the number of out of market participates, just not whether the event was the reason for the visit.

Ms. Tillett inquired about funding for Sail NC, noting the Dare County Commissioners were surprised the recommended grant award was not the full amount requested. Lee Nettles explained the grants were judged on a variety of merits, especially return on investment (ROI). While the project stood to bring in more people than the grant accounted for, the ROI was not as high as the others, but the Committee was recommending funding a higher percentage of the request than most others.

Following this discussion, Ms. Kavanagh moved to approve the event grant awards as follows:

- Beach Food Pantry, Holiday Chefs Challenge \$5,500
- Dare Co. Arts Council, Rock the Cape \$5,500
- Dare Co. Arts Council, Brewfest \$8,000
- Eastern Surfing Assoc., Mid-Atlantic Regional Championship \$10,000
- Elizabethan Gardens, Daffodilly Fest \$10,000\*  
*\*For out of area marketing only*
- Hatteras Island Youth Ed. Fund , Shore Break 5k \$6,500\*  
*\*Race Equipment, Runners World and Additional Marketing only*
- OBX Storm, SND Soccer Tournament \$8,000
- Roanoke Island Historical Assoc., Haunted History \$5,500
- Sail NC, A-Class Championship/Catamaran Championship \$17,000

Mr. King seconded. There was no further discussion and the motion passed unanimously.

Diane Bognich reviewed amendments to the Established Event Developer Grant. These amendments include: better definition of a pass through organization, clarification of expenses covered, or not, by the grant and changing the recognition that the Board received based on funding. Diane Bognich also noted that the word “benefits” in the current guidelines would be changed to “recognition.” After review, Ms. Kavanagh moved to approve the amendments, including the wording change, as presented. Ms. Walters seconded. There was no discussion and the motion passed unanimously.

Ms. Kavanagh then moved to amend the Event Grant Guidelines to use the same language regarding sponsorships. Ms. Walters seconded. There was no discussion and the motion passed unanimously.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles presented a marketing overview (attachment A).

Lorrie Love briefly reviewed upcoming events. Aaron Tuell reviewed recent media efforts and press coverage.

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

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

**BOARD MEMBER COMMENTS:** Mr. Foster invited Board members to Day at the Docks.

**PUBLIC COMMENTS:** There were no public comments made.

**SET TIME, DATE AND PLACE OF NEXT MEETING:** The meeting was set for Thursday, October 16, 2014 at 9:00 a.m., at the Outer Banks Welcome Center on Roanoke Island.

Ms. Walters moved to adjourn. Ms. Fuller seconded. There was no discussion and the motion passed unanimously. The meeting was adjourned at 11:00 a.m.

Attested:

  
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Secretary, Dare County Tourism Board