

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, SEPTEMBER 24, 2015  
9:00 A.M.  
OUTER BANKS WELCOME CENTER ON ROANOKE ISLAND  
MANTEO, NC 27954**

**ATTENDING:** Tim Cafferty, Chair; Dorie Fuller, Treasurer; Nancy Caviness, Secretary; Sheila Davies, Ernie Foster, Leo Holland, Natalie Kavanagh, Wally Overman, Martha Wickre and Jay Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Ervin Bateman, Assistant Treasurer; Tonia Cohen, Donny King, and Susie Walters, Vice-Chair.

**STAFF:**

Lee Nettles, Executive Director  
Diane Bognich, Director of Administration  
Aaron Tuell, Public Relations Manager  
Amy Wood, Clerk to the Board/Administrative Specialist

**OTHERS:** Mark Dowdle, Deputy Superintendent; and Sarah Blizzard, Management Analyst, National Park Service; Philip Ruckle, *The Coastland Times*; and Terry Moore, Outer Banks Blue.

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:** Mr. Holland moved to approve the agenda. Ms. Davies seconded. There was no discussion and the motion passed unanimously.

**APPROVAL OF MINUTES:** Ms. Fuller moved to approve the minutes from the August 27, 2015 meeting. Ms. Kavanagh seconded. There was no discussion and the motion passed unanimously.

**PUBLIC COMMENTS:** Deputy Superintendent Dowdle updated the Board on National Park Service efforts.

**CHAIRMAN'S REPORT:** The Chair noted that the Steering Committee had reviewed and carried on an extensive conversation regarding a funding request from Hatteras Island Rescue Squad; the Committee reached consensus not to fund the request.

The Chair noted a presentation from the Chair and Lee Nettles to the Outer Banks Hotel/Motel Association and Outer Banks Restaurant Association will be made later in the day.

**BUDGET AND FINANCE REPORT:** Ms. Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2015-2016 to date are up 3.21% from the same time period in fiscal year 2014-2015.

**GRANTS AND LOCAL PUBLIC RELATIONS:** Ms. Kavanagh noted the Grants Committee had met and moved to approve the following Event Grant Requests:

<u>Organization</u>	<u>Recommended</u>	<u>Event</u>
Beach Food Pantry	\$4,500.00	Holiday Chefs Challenge
Brews for the Brave, Inc.	\$5,000.00	Americana Beer Fest
Dare County Arts Council	\$5,500.00	Rock the Cape
Hatteras Island Youth Education Fund	\$5,000.00	Surfin' Turkey 5k & Puppy Drum Fun Run
Manteo Preservation Trust	\$2,500.00	Holiday Tour of Homes
OBX Storm	\$7,500.00	SND Soccer Tournament
Outer Banks Volunteer Network	\$20,000.00	Outer Banks Craft Beer Week
Outer Banks Wedding Association	\$3,000.00	Outer Banks Wedding Weekend
Roanoke Island Historical Association	\$7,500.00	Ghosts of the Lost Colony

Mr. Overman seconded. During discussion, the Chairman asked what criteria was used to determine the awards. Ms. Kavanagh and Mr. Overman stated that the Grants Committee thoroughly reviewed each grant and its potential to bring in overnight visitation and provide a good return on investment. Mr. Overman noted that he asked staff to see if there was a way to track the actual impact of an event to compared to the events upfront projection. There was no further discussion and the motion passed unanimously.

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

- Newsletter showing the impact of tourism on Dare County. These newsletters will be left in post offices, libraries and Town offices throughout the county
- Progress of the 2016 Travel Guide
- Progress on the website
- Potential Social Media conversion study
- Inquiry, Fulfillment and Visitation numbers
- Board member opportunities for events
- Group Sales attendance at marketplaces and upcoming Group FAM tours.

Aaron Tuell reviewed recent travel articles and media familiarization tours.

**OLD BUSINESS:** The Chair noted typos and date changes to the Executive Director's contract. Mr. Overman moved to ratify the changes. Ms. Davies seconded. There was no discussion and the motion passed unanimously.

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

**BOARD MEMBER COMMENTS:** Ms. Wickre noted that the Bluegrass Festival was scheduled for the weekend at Roanoke Island Festival Park. Mr. Holland noted that the 9/11 ceremony on the Soundside was very well conducted.

**SET TIME, DATE AND PLACE OF NEXT MEETING:** The next meeting set for October 29, 2015 at 9:00 a.m. The Location is to be determined but will be held on Hatteras Island.

Hearing no further business before the Board, the Chair adjourned the meeting at 10:00 a.m.

Attested:

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Secretary, Dare County Tourism Board