RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, SEPTEMBER 21, 2017
9:00 A.M.
PAUL F. KELLER MEETING ROOM, DUCK TOWN HALL
DUCK, NC 27949

ATTENDING: Susie Walters, Chair; Leo Holland, Vice Chair; Tonia Cohen, Secretary; Stuart Pack, Treasurer; Ervin Bateman, Assistant Treasurer; George Banks, III, Myra Ladd-Bone, Bambos Charalambous, Nancy Caviness, Mike Hogan, Wally Overman, Pat Weston, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Martha Wickre

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

OTHERS: Carl Curnutte, Director, Elizabethan Gardens; Philip Ruckle, *The Coastland Times*; Jim Snaman; Lane Volodine and Cai Palmer, Outer Banks Inn/Colonial Inn.

The meeting was called to order at 9:00a.m. The Board then recited the pledge of allegiance.

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Ms. Ladd-Bone seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Charalambous moved to approve the August 17, 2017 meeting minutes. Ms. Weston seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Carl Curnutte thanked the Grants and Local Public Relations Committee for their work and grant award recommendation for the Butterfly Garden grant request submitted by the Gardens. He noted he was thankful for the award but asked the Board to re-consider the awarded amount.

CHAIR'S REPORT: The Chair noted that all Board members had submitted the evaluation forms for the Executive Director.

BUDGET AND FINANCE REPORT: Mr. Pack reviewed the meals and occupancy receipts received. Receipts for fiscal year 2017-2018 are up 6.09 % over 2016-2017 actual receipts.

GRANTS & LOCAL PUBLIC RELATIONS REPORT: As the Grants and Local Public Relations Committee Chair was absent, Lee Nettles reviewed the situation with the Hatteras Village Civic Association (HVCA) Established Event Developer Grant. The Association has not completed all the reimbursement documents for Fiscal Year 15/16 and has not submitted paperwork for Fiscal Year 16/17. Additionally, the Association notified the Bureau that they were no longer going to do the Storytelling Festival in Fiscal Year 16/17 & Fiscal Year 17/18. Consequently, the Association has not been provided the first half of their funding for Fiscal Year 16/17 or for Fiscal Year 17/18.

GRANTS & LOCAL PUBLIC RELATIONS (continued)

The Committee recommended the following actions to the Board:

1. Any remaining documented expenses for the FY15/16 grant must be turned in 30 days following the Board meeting (October 23, 2017). If paperwork is **not** received, the grant administrator will reimburse FY15/16 up to the amount of documented expenses submitted and the grant will be closed out.

2. FY16/17 and FY17/18 grant awards will be reduced by $7,000 for a maximum of $18,000 reimbursement [awarded amount was $25,000] because Storytelling Festival is not being held.

3. In order to be reimbursed for any documented expenses, paperwork for the FY16/17 grant must be turned in 30 days following the Board meeting (October 23, 2017). If paperwork is **not** received, the award for FY16/17 will be canceled.

4. The Association will have until May 15, 2018 to turn in all paperwork for FY17/18.

Mr. Overman moved to accept the recommendation from the committee. Ms. Weston seconded. There was no discussion and the motion passed unanimously. Staff will notify Hatteras Village Civic Association of these requirements.

The Committee reviewed the following event grant recommendations:

ORGANIZATION	EVENT	AWARDED AMOUNT
Beach Food Pantry	Holiday Chefs Challenge	$3,500
Elizabethan Gardens	Butterfly Festival	$10,000
Motu Music Festival	Dare2Care OBX Shredfest	$20,000
Town of Manteo	Dare Day	$20,000
ESC OBNC District	ESA Mid-Atlantic Regionals	$15,000
NC Coastal Federation	Hatteras Island Oyster Roast	$6,000
Hatteras Village Civic Assoc.	Hatteras Village Offshore Open	$12,000
Manteo Preservation Trust	Holiday Tour of Homes	$3,500
Hatteras Island Cancer Foundation	OBX PaddlePalooza	$5,000
Hatteras Isl. Youth Ed. Fund	Shore Break 5k/Tide Pool Fun Run	$6,500
Hatteras Isl. Youth Ed. Fund	Surfin Turkey 5k/Puppy Drum Fun Run	$6,500
OB Forum for the Lively Arts	VA Symphony @RI Festival Park	$7,500

Committee members were asked why they awarded the Elizabethan Gardens only $10,000. Mr. Overman and Ms. Weston spoke, noting the Committee tried to stay within a budget of $122,500 [total awarded amount was $115,500., which left $7,000]; that the event was a new event and the Committee was not sure it would attract the number of people, nor the estimated income, the grant application stated. Mr. Bateman and Mr. Holland noted that there were other new events on the list that received more grant monies; Lee Nettles noted that they were not new events but were requesting a grant for the first time.

Mr. Bateman moved to award an additional $7,000 to the Elizabethan Gardens, bringing the award to $17,000 and accept the other awards as presented:

ORGANIZATION	EVENT	AWARDED AMOUNT
Beach Food Pantry	Holiday Chefs Challenge	$3,500
Motu Music Festival	Dare2Care OBX Shredfest	$20,000
Town of Manteo	Dare Day	$20,000
ESC OBNC District	ESA Mid-Atlantic Regionals	$15,000
NC Coastal Federation	Hatteras Island Oyster Roast	$6,000
Hatteras Village Civic Assoc.	Hatteras Village Offshore Open	$12,000
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Ms. Caviness seconded. There was no further discussion and the motion passed unanimously.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Received two gold awards at the recent NCTIA conference for the Daydream video series and the Happiness on a Half Shell print ad.
- YouVisit filming the 360 videos that will integrate into the website
- Inquiry and Fulfillment numbers. Several attractions had no submitted their visitation numbers, so that information will be emailed later.
- Group Sales marketplace attendance at Connect Sports and NC, SC, and VA Motorcoach Association Annual Marketplace.
- Travel Guide sales have ended and the guide will go the printer mid-October.

OLD BUSINESS: There was no old business before the Board at this time.

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

The Board consented to not hold the Closed Session. Legal Counsel noted negotiations were progressing.

BOARD MEMBER COMMENTS: Ms. Weston noted she received unsolicited mail from a law firm regarding legal actions that could be taken against PCL in regards the power outage on Hatteras Island. Mr. Overman noted that Shelly Island was still crowded with people and surfers and brought much attention to Hatteras Island. Ms. Cohen noted her encounter with some people in Virginia who asked if the power was still out-she let them know it had been restored quickly. Ms. Caviness noted that there Duck Jazz Fest flyers and posters for Board members to take.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, October 19th, 2017 at 9:00 a.m. at the Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Mr. Holland moved to adjourn. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously. The meeting adjourned at 10:17 a.m.

ATTESTED_____
Secretary, Dare County Tourism Board