

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, FEBRUARY 15, 2018**

9:00 A.M.

**OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Myra Ladd-Bone, Chair; Wally Overman, Vice-Chair; Tonia Cohen, Secretary; Pat Weston, Treasurer; Bambos Charalambous, Assistant Treasurer; George Banks, III, Nancy Caviness, Webb Fuller, Mike Hogan, Chris Nason, Bobby Owens, David Pergerson, Jeff Pruitt, and Jay Wheless, Legal Counsel.

STAFF:

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: Dave Hallac, Superintendent; and Deputy Superintendent, Outer Banks Group, National Park Service; Bill Coleman, Executive Director, *The Lost Colony*; Philip Ruckle, *The Coastland Times*; and Chris Sawin, Dare County Arts Council.

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

APPROVAL OF AGENDA: Mr. Hogan moved to approve the agenda. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Ms. Weston moved to approve the January 25, 2018 meeting minutes. Ms. Caviness seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Bill Coleman reviewed a news release regarding the purchase of land at the Fort Raleigh Historic Site. Chris Sawin reported on Art Council events funded through the grants programs and potential construction to the courtyard at the old courthouse building.

PRESENTATIONS: Superintendent Hallac provided a year in review presentation (attached).

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2017-2018 are up 4.28% over 2016-2017 actual receipts.

Mr. Fuller asked how the tax collections for AirB&B and other similar rental properties were collected and if they were broken out by type. Diane Bognich noted that they were collected and attributed to rental homes but were not broken out by type but she had spoken with the County to determine if the properties could be broken out by type.

OUTER BANKS VISITORS BUREAU UPDATES: Diane Bognich provided an overview of events, inquiry, fulfillment, and visitation numbers.

Lorrie Love reviewed upcoming events at The Soundside event site. Aaron Tuell reviewed recent and upcoming media coverage.

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

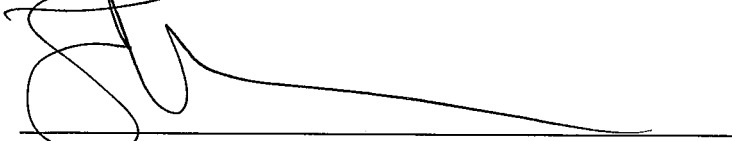
NEW BUSINESS: There was no new business before the Board.

BOARD MEMBER COMMENTS: There were no Board member comments.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, March 15, 2018 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Mr. Charalambous moved to adjourn. Ms. Caviness seconded. The meeting was adjourned at 10:05 a.m.

ATTESTED:

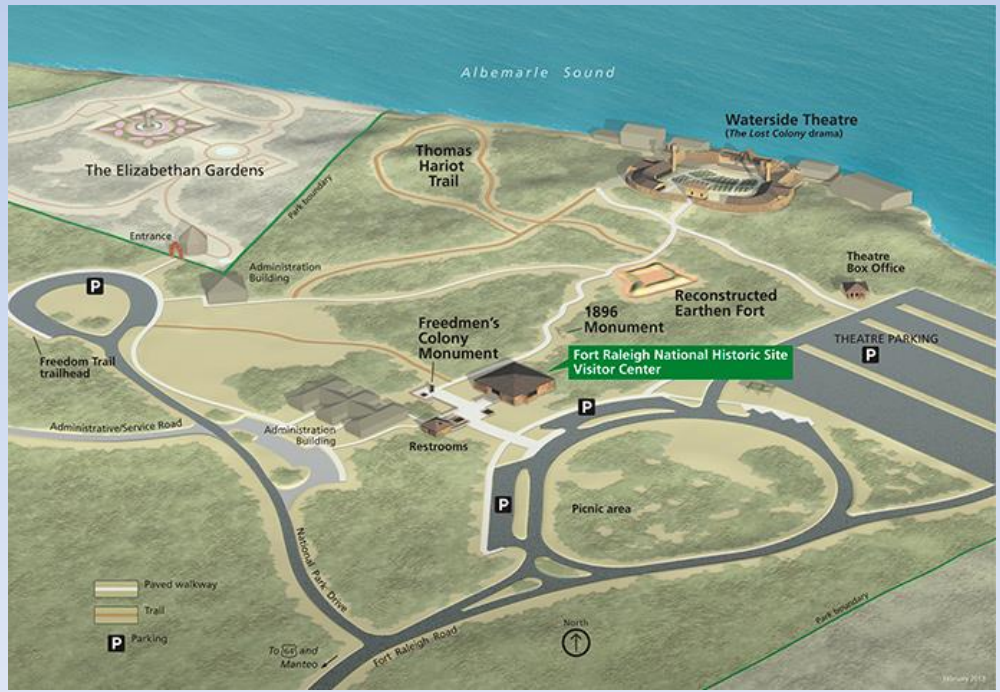
A handwritten signature in black ink, consisting of a large, stylized 'S' followed by a long horizontal line extending to the right.

Secretary, Dare County Tourism Board

2017 YEAR IN REVIEW

CAPE HATTERAS NATIONAL SEASHORE
FORT RALEIGH NATIONAL HISTORIC SITE
WRIGHT BROTHERS NATIONAL MEMORIAL







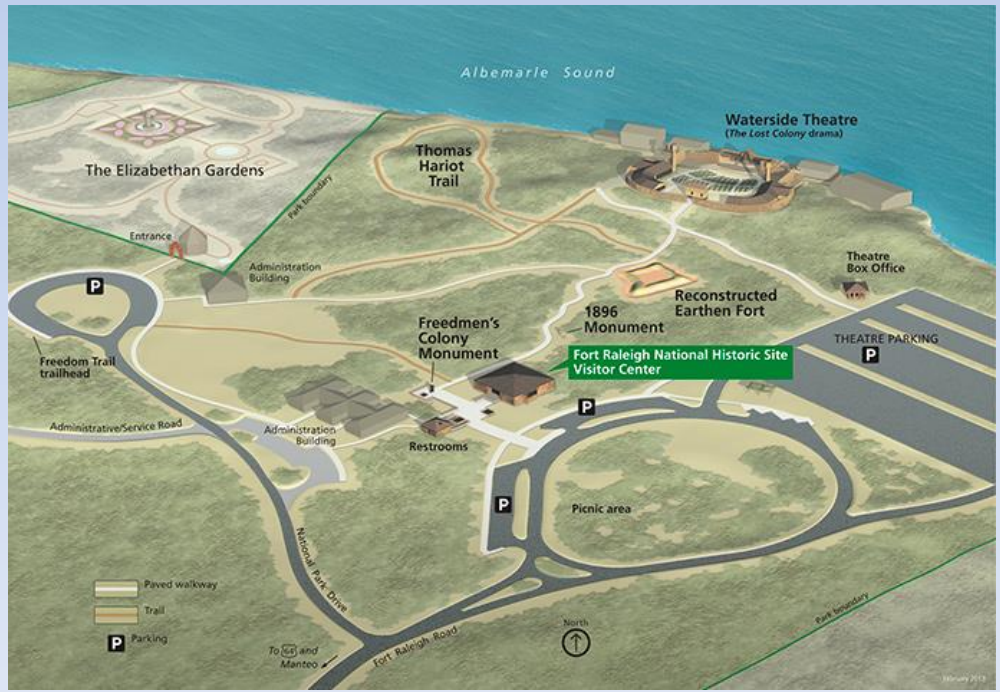
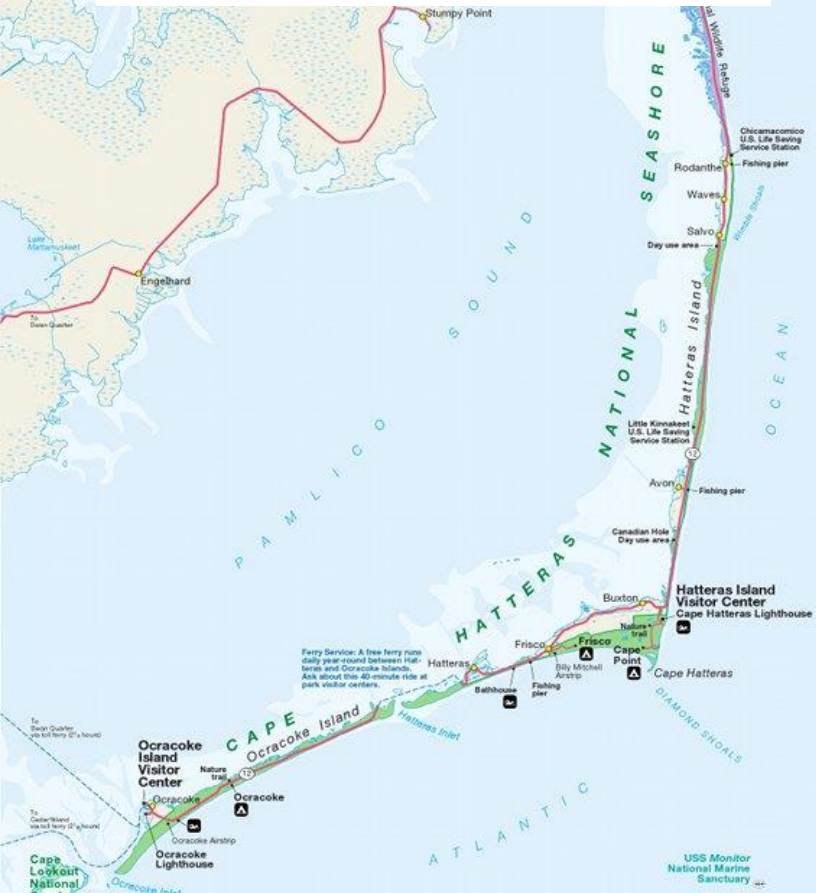
STAFF

- 79 STAFF YEAR-ROUND
- 100 SEASONAL STAFF EACH SUMMER
- 352 VOLUNTEERS
- 22,600 HOURS



VISITATION

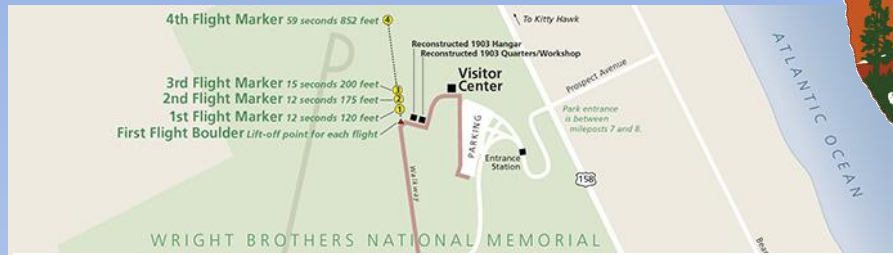
- TOTAL: 3.2 M VISITS





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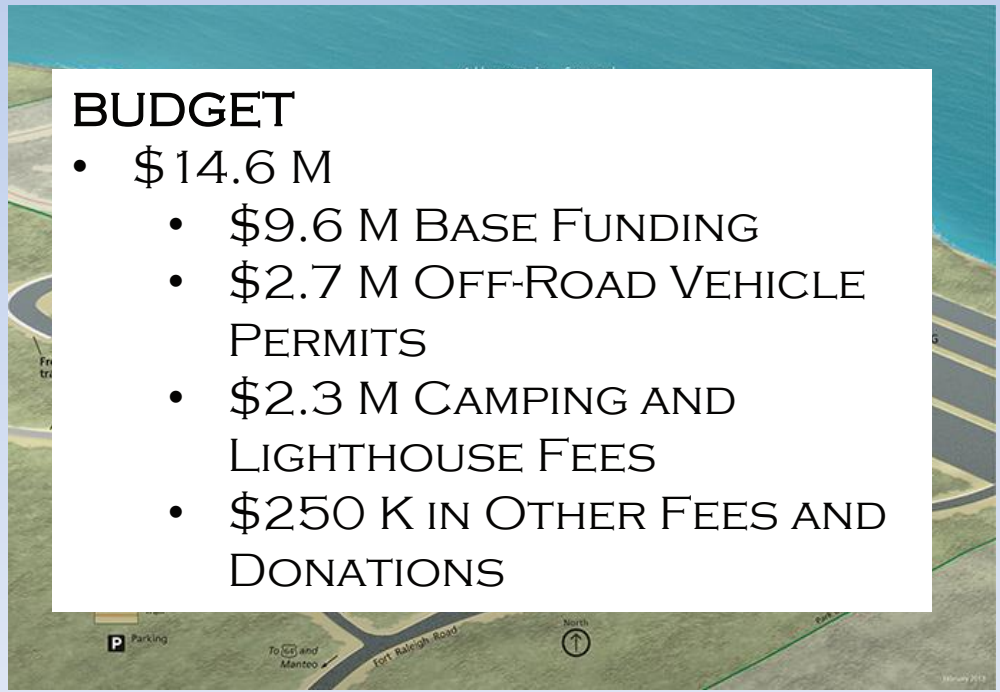
VISITATION

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BUDGET

- \$14.6 M
 - \$9.6 M BASE FUNDING
 - \$2.7 M OFF-ROAD VEHICLE PERMITS
 - \$2.3 M CAMPING AND LIGHTHOUSE FEES
 - \$250 K IN OTHER FEES AND DONATIONS





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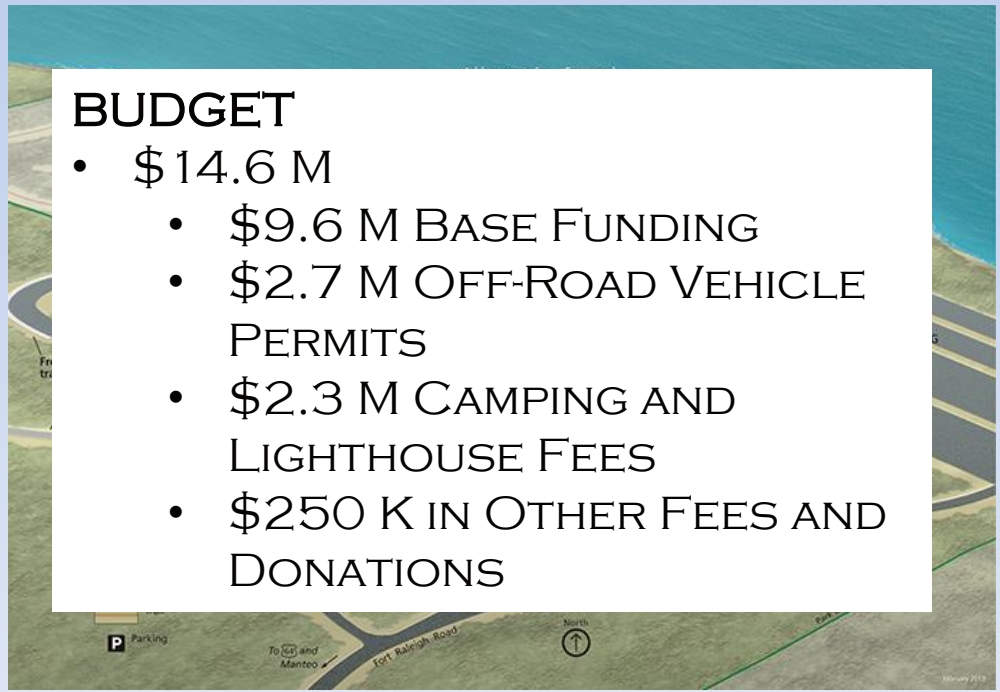


INTERESTING FACTS

- 5 VISITOR CENTERS
- 65,000 OVERNIGHT CAMPING STAYS IN 4 CAMPGROUNDS
- 39,000 OFF ROAD VEHICLE PERMITS
- OVER 200 PUBLIC TOILETS
- 2 WATER TREATMENT PLANTS
- 60 SEPTIC SYSTEMS
- 84 PARKING LOTS
- 230 BUILDINGS
- 3 AIRSTRIPS

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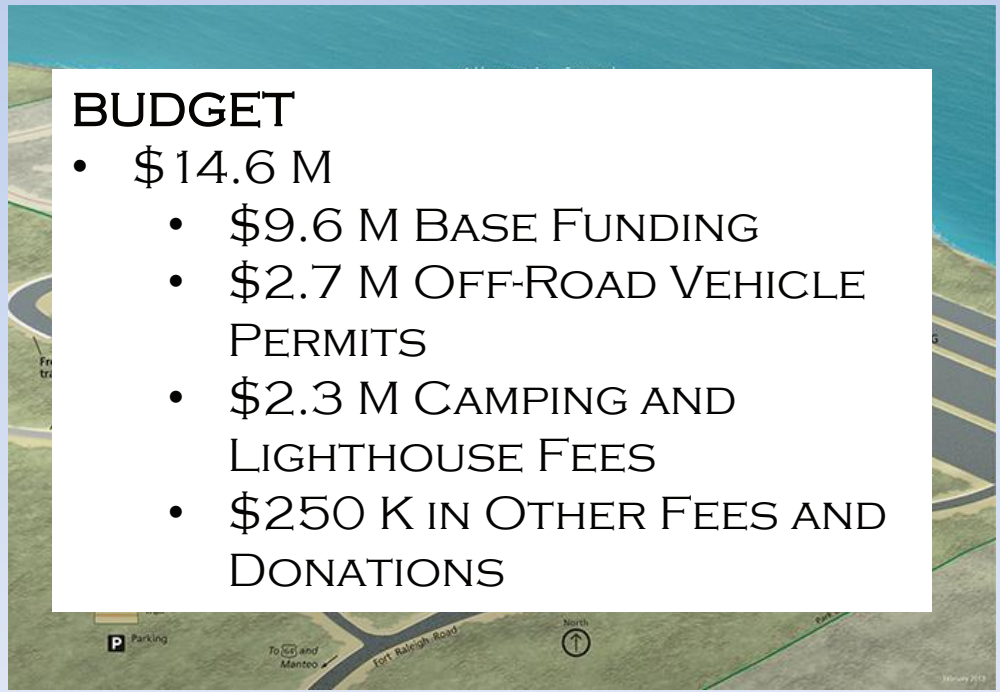


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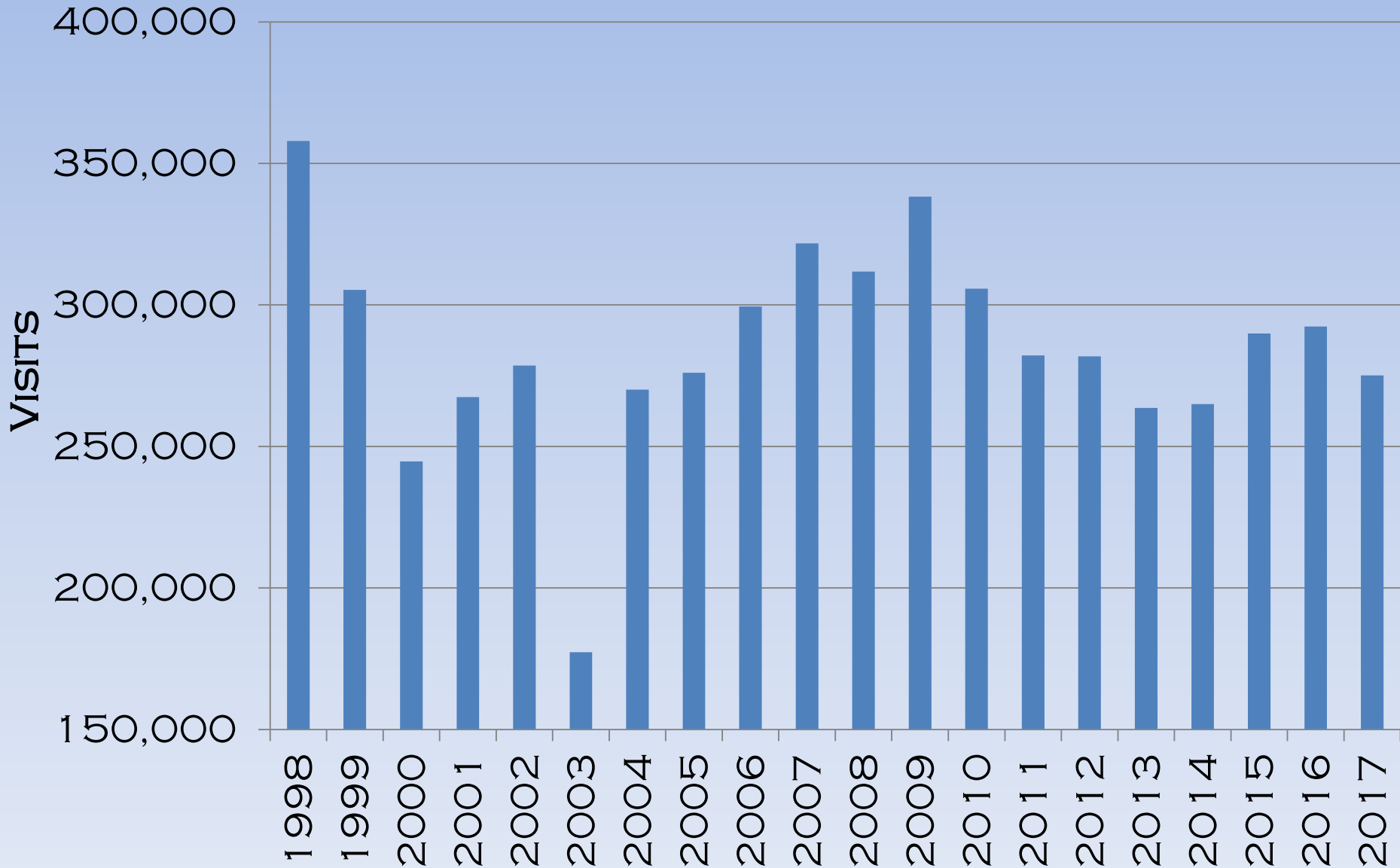
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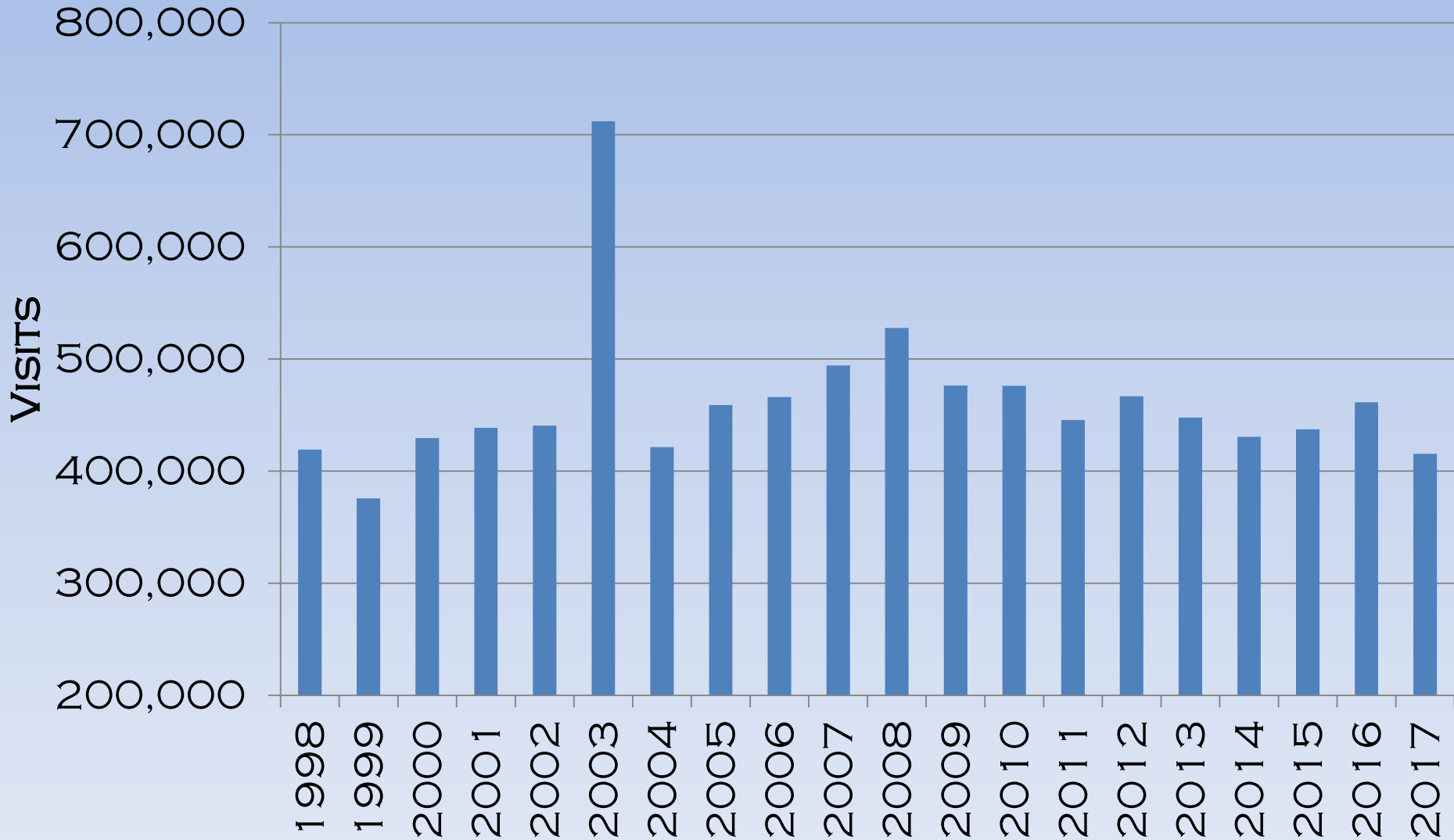


FORT RALEIGH: -6%



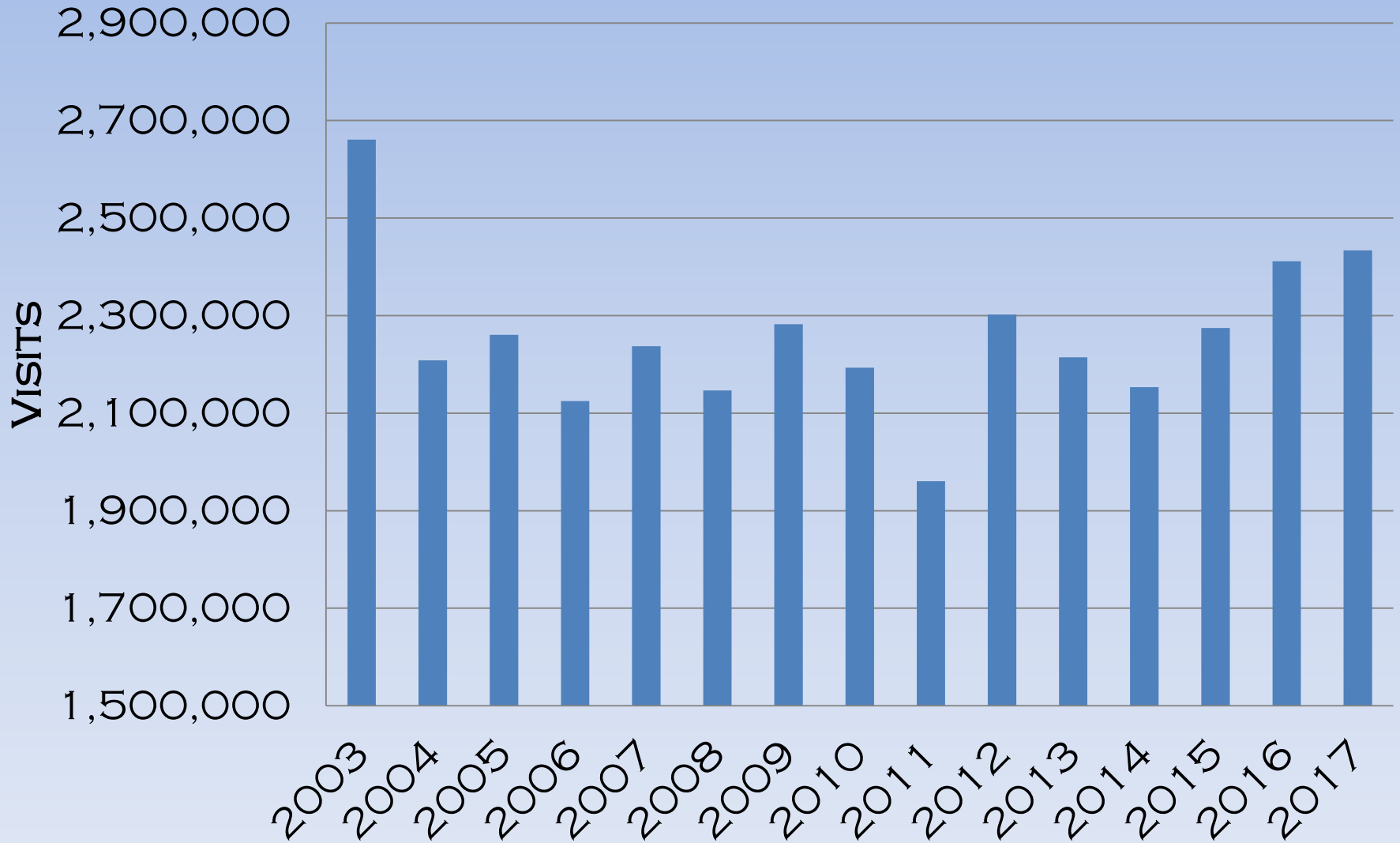


WRIGHT BROTHERS: -10%

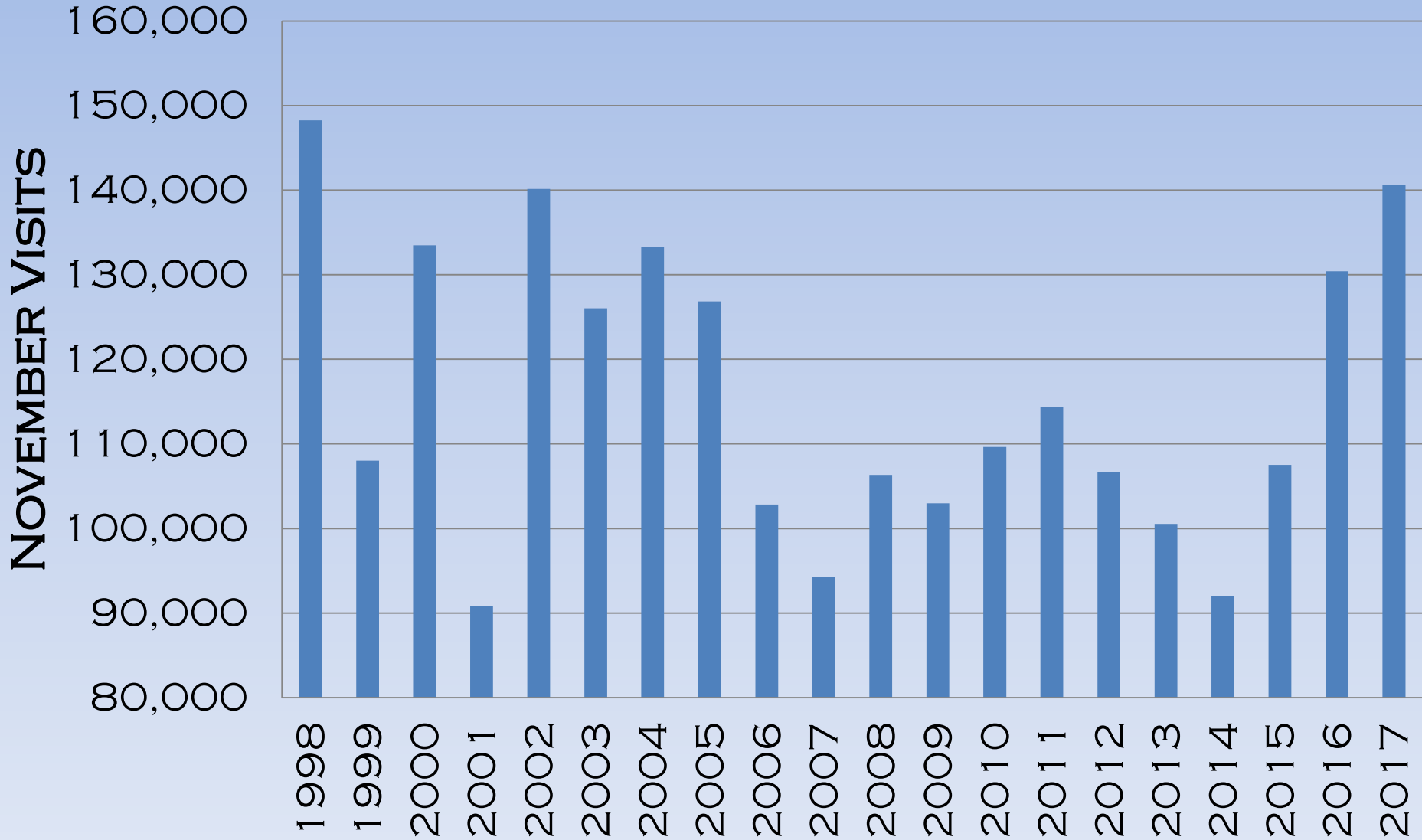




CAPE HATTERAS: 1%



NOVEMBER 2017: HIGHEST VISITATION SINCE 1998

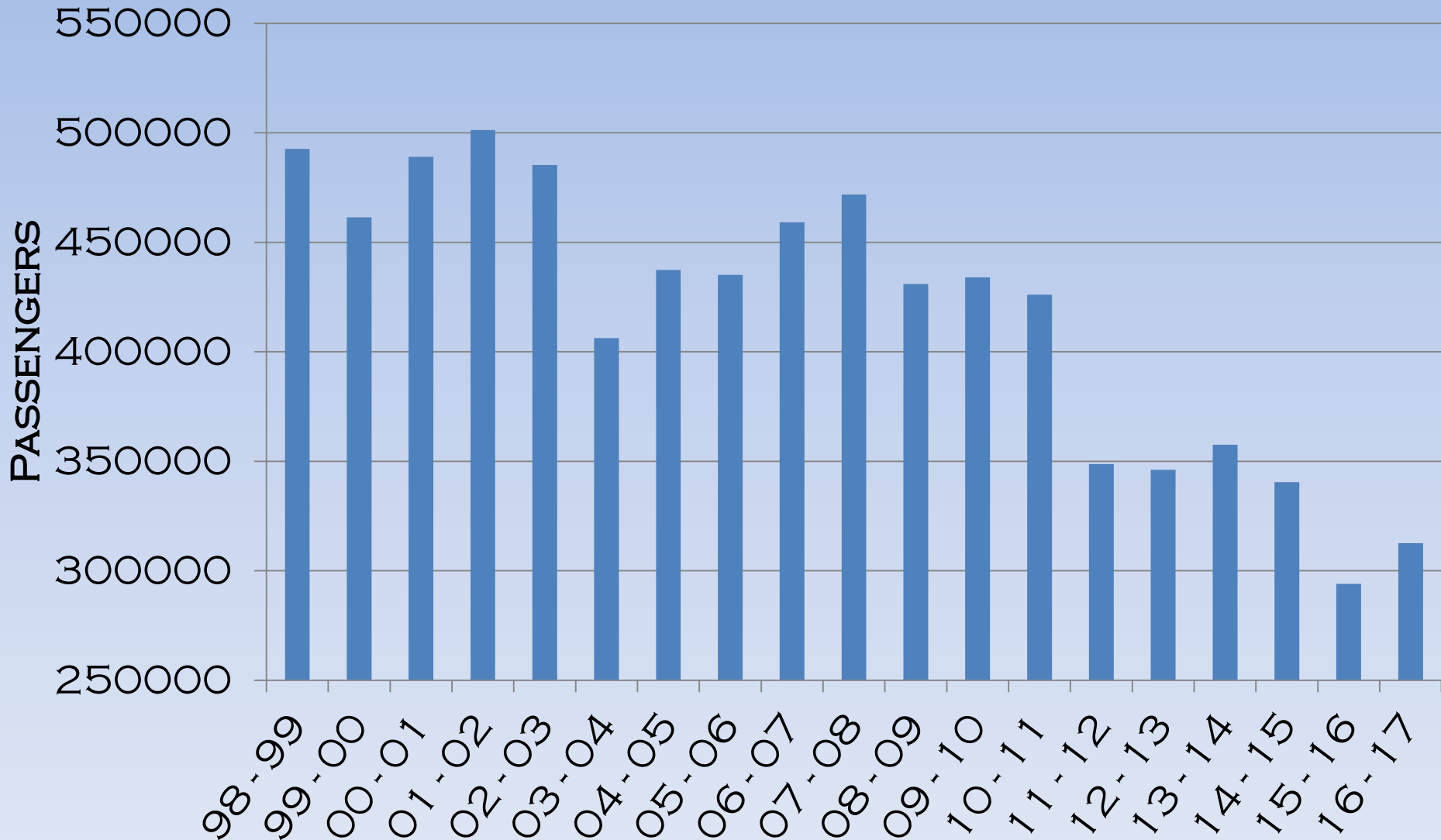




HATTERAS TO OCRACOKE



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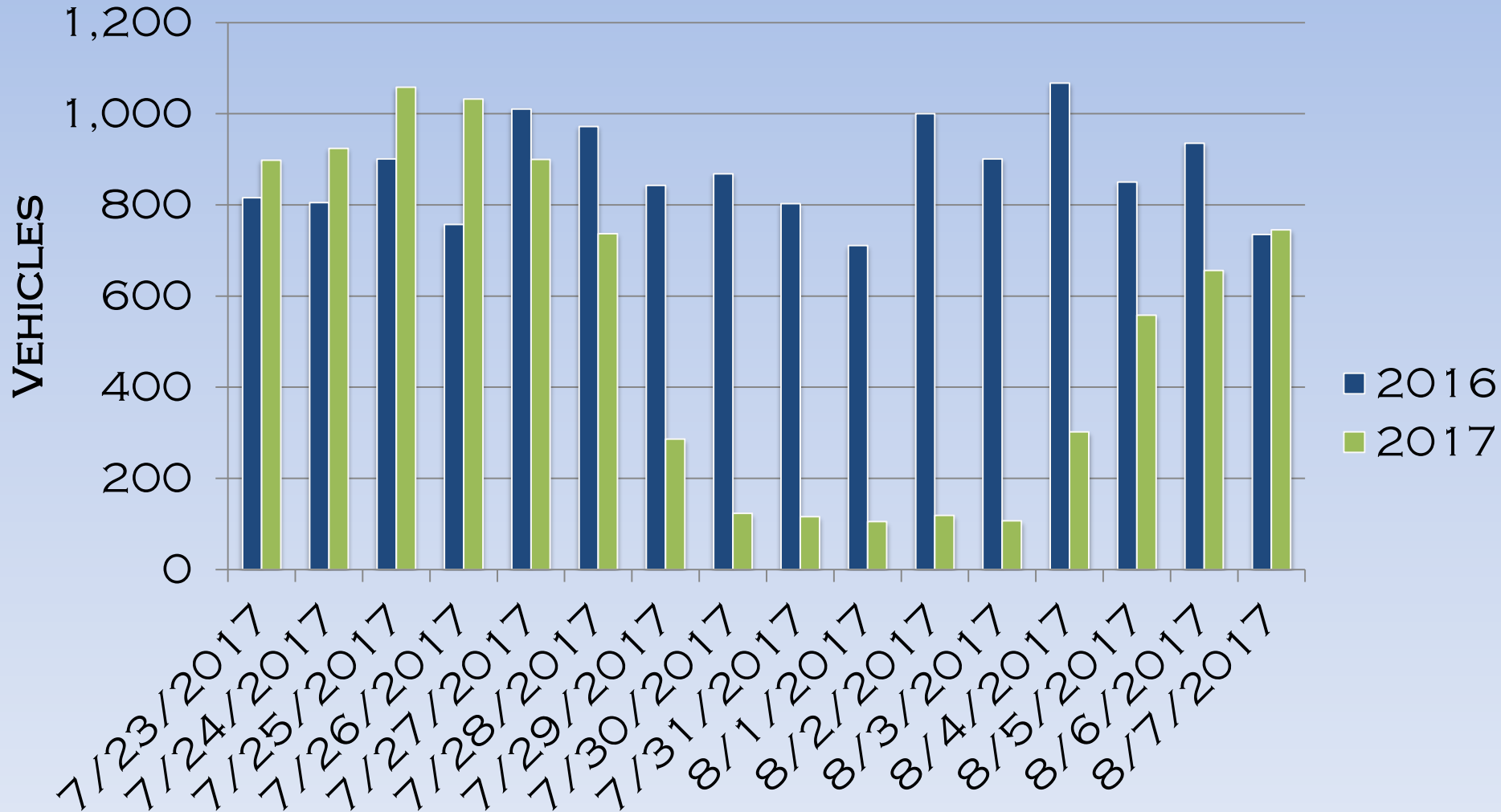
Data from: the North Carolina Department of Transportation Ferry Division

CAPE HATTERAS LIGHTHOUSE PARKING LOT

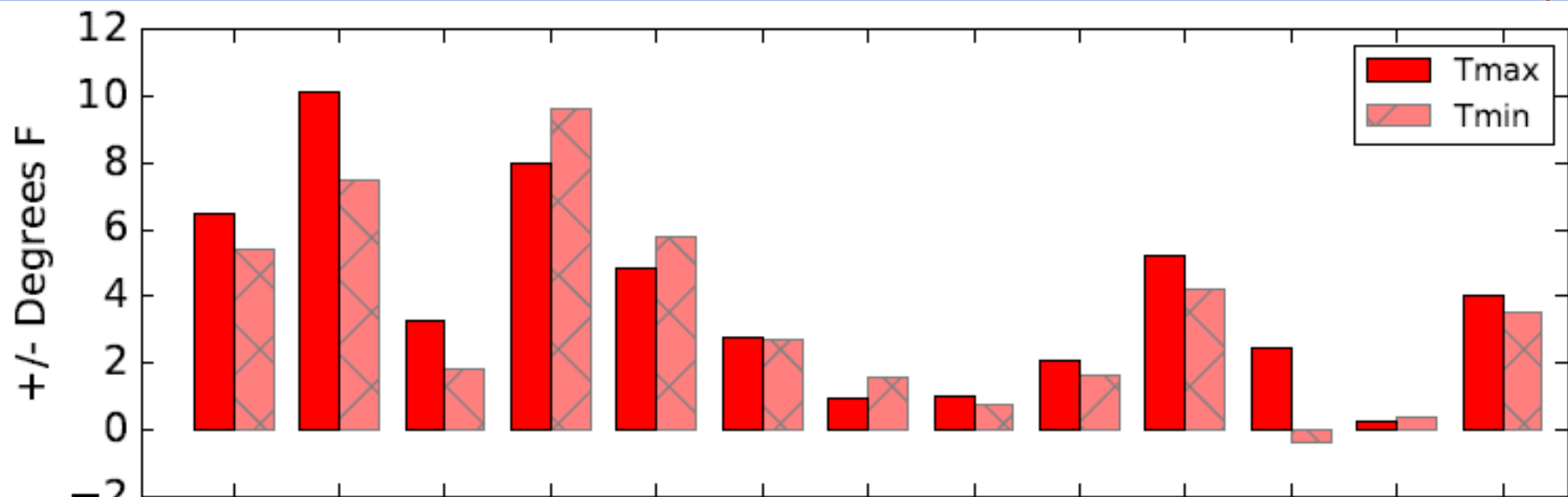




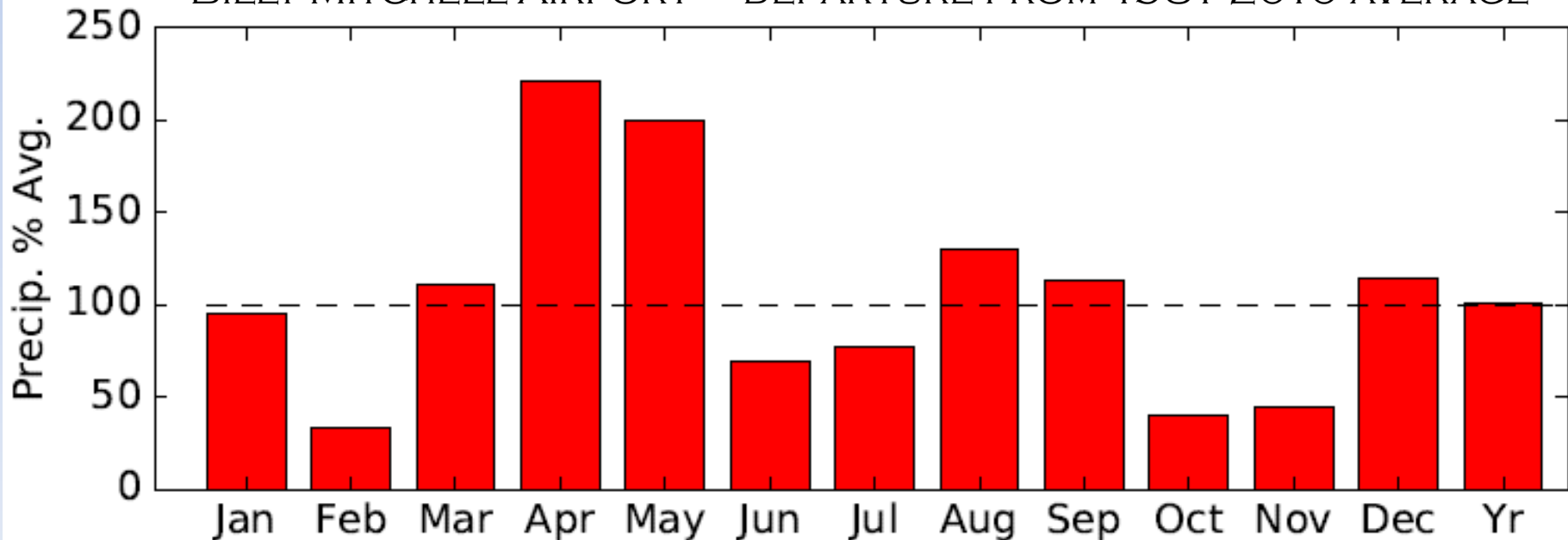
CAPE HATTERAS LIGHTHOUSE PARKING LOT



2017: WARM, AVERAGE RAIN



BILLY MITCHELL AIRPORT — DEPARTURE FROM 1981-2010 AVERAGE





Visit

Fort Raleigh
National Historic Site

Lost Colony Outdoor Drama

The Elizabethan Gardens







1988

2008

2017

1997

2008

Untitled Placemark



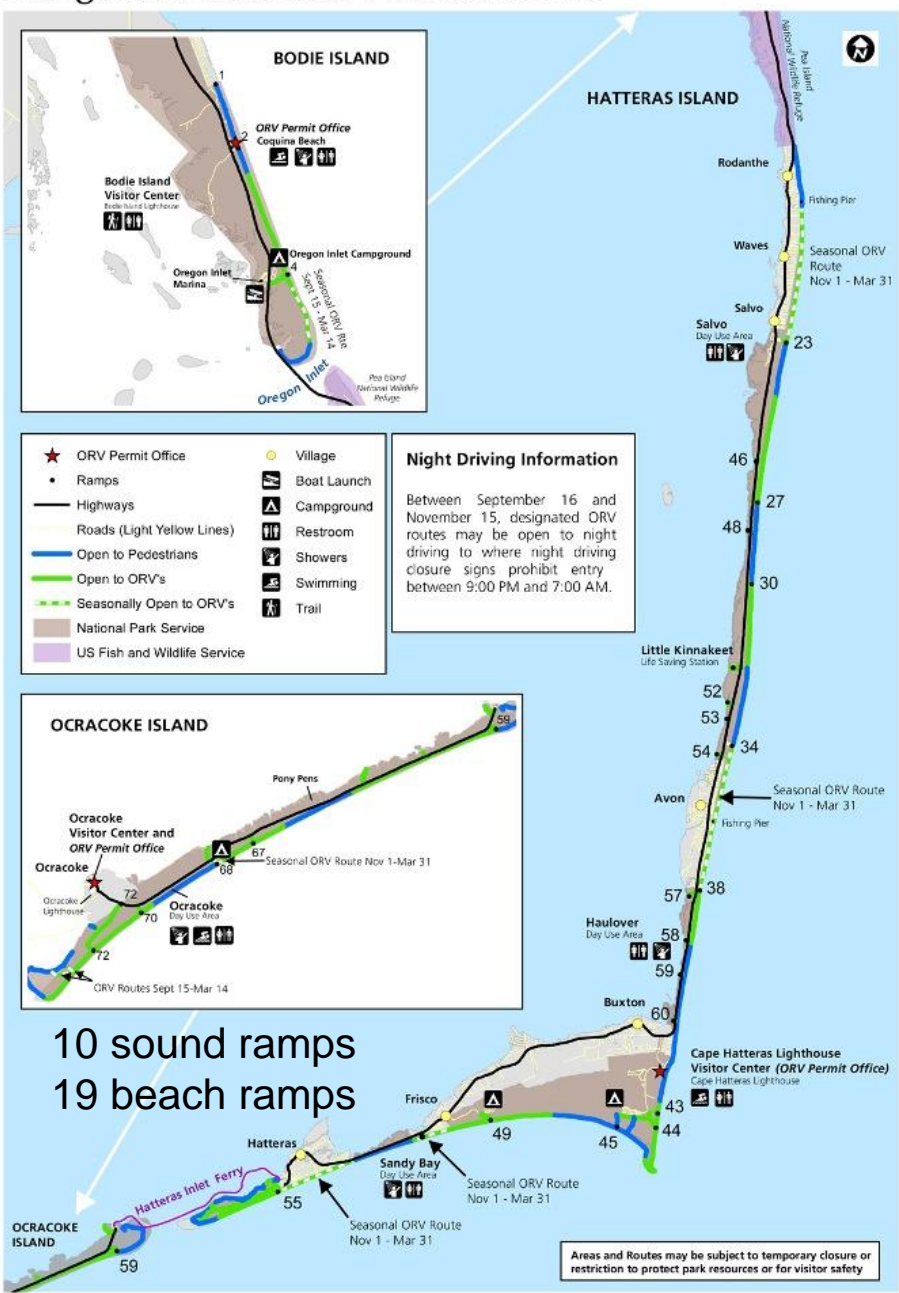
1872 Shoreline and Inlet

1988 Shoreline and Inlet

Untitled Placemark



Designated Off-Road Vehicle Routes



- SEASHORE ZONING - 67 MILES
- ORV ROUTES: 29 MILES
- SEASONAL ORV ROUTES: 14.5 MILES
- VEHICLE FREE AREAS: 23.5 MILES

CLOSURES OCCUR FOR:

- SEA TURTLE NESTING
- SHOREBIRD NESTING



ORV PERMITS SALES



Annual

National Park Service
U.S. Department of the Interior
Cape Hatteras National Seashore



PROOF OF OFF-ROAD VEHICLE PERMIT 180007001

JAN 18

Valid for one year from date of issuance

Non-Transferable / Non-Refundable

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

ONLINE SALES

2015: 14%

2016: 28%

2017: 32%

DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

Cape Hatteras National Seashore
Proof of Off-Road Vehicle Permit

Permit #: 6-2350017
Copy # 18

DATES VALID: 19 JAN 2016 - 20 JAN 2016

85999225 AB



The proof of permit must be affixed, using tape, to the inside of the driver's side windshield and must be displayed at all times that the permittee wishes to access the beach with an ORV. Annual permittees must use permanent decal after initial 30 days. Not valid unless affixed and properly affixed and displayed. Non transferable to another vehicle.

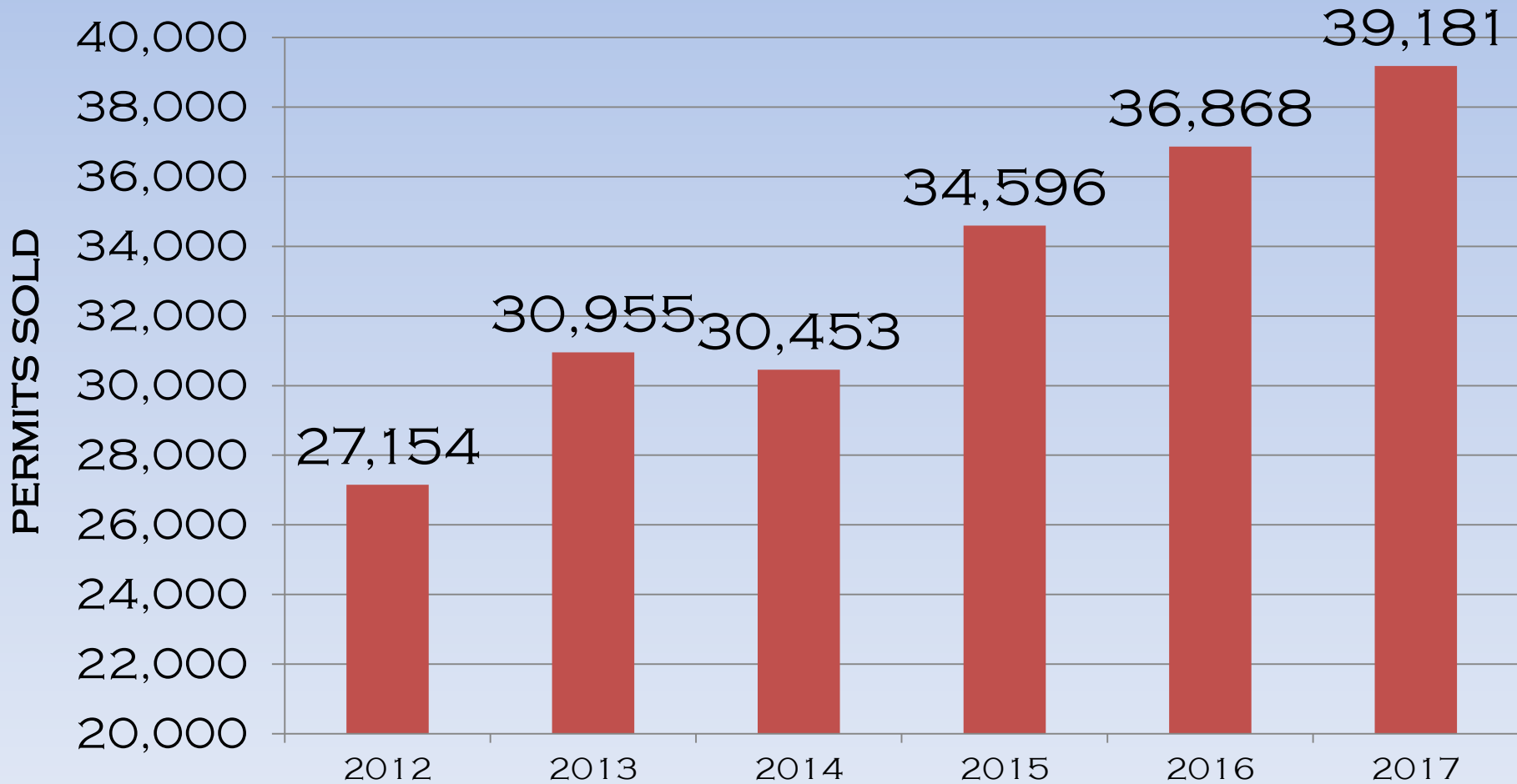
Ref: 20160119 - 20160120

Pass # 1





2017: MOST ORV PERMITS SOLD



94% OF ORV ROUTES WERE OPEN DURING SUMMER 2017





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- MAY THROUGH SEPTEMBER
- 2013: **17.7** MILES
- 2014: **19.8** MILES
- 2015: **22.2** MILES
- 2016: **25.6** MILES
- 2017: **27.2** MILES





VISITOR ENGAGEMENT



PARK	PROGRAMS	VISITORS AT THE PROGRAMS	JUNIOR RANGERS
HATTERAS	973	18,959	1488
FORT RALEIGH	696	8,481	1388
WRIGHT BROTHERS	1,289	57,445	3608
TOTAL	2,958	84,885	6484



















REMINDER
Off-Road Vehicle
Permit Required


Pack It In
Pack It Out
In Partnership With
The Outer Banks
Preservation Association

Driv
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NCIBBA







THANK YOU

