

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD MEETING
THURSDAY, NOVEMBER 19, 2015
9:00 A.M.
OUTER BANKS VISITORS BUREAU ON ROANOKE ISLAND
MANTEO, NC 27954**

ATTENDING: Tim Cafferty, Chair; Susie Walters, Vice-Chair; Dorie Fuller, Treasurer; Ervin Bateman, Assistant Treasurer; Nancy Caviness, Secretary; Tonia Cohen, Ernie Foster, Leo Holland, Natalie Kavanagh, Donny King, Wally Overman, Martha Wickre, and Dwight Wheless, Legal Counsel.

EXCUSED ABSENCE: Sheila Davies

STAFF:

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

OTHERS: Terry Moore, Outer Banks Blue; Dave Hallac, Superintendent, Outer Banks Group, National Park Service; Karen Brown, Outer Banks Seafood Festival; Denise Walsh, Town of Duck; Carl Curnutte, Elizabethan Gardens.

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

APPROVAL OF MINUTES: The Chair asked to modify statements in the minutes to better reflect discussion of the state audit and the location of the welcome center on Hatteras Island. Mr. Bateman moved to approve the minutes as amended from the October 29, 2015 meeting. Mr. Holland seconded. There was no discussion and the motion passed unanimously.

ESTABLISHED EVENT DEVELOPER GRANT PRESENTATIONS:

- Denise Walsh reviewed Duck Jazz Fest (presentation on file)
- Karen Brown reviewed the Outer Banks Seafood Festival

PUBLIC COMMENTS: Carl Curnutte wished the Board Happy Holidays and invited them to attend WinterLights. Superintendent Hallac updated the Board on discussions between the Park Service and National Oceanic and Atmospheric Administration (NOAA) to develop the Weather Station on Hatteras Island as a weather museum. There are still discussions to be had and studies to be done but the parties are open to the idea. Superintendent Hallac also noted: a new beach access ramp and 1 mile of inter-dunal road set to open within the week; dedication of the amphitheater, created from the stones from the previous location of the Cape Hatteras Lighthouse; and the upcoming First Flight Celebration and centennial of the National Park Service. He also reviewed: turtles and turtle nesting on the Seashore, visitation, improved and new sound accesses for watersports, potential concerts at NPS sites, and a naturalization ceremony at the Wright Brothers, and working with the Outer Banks History Center for a show displaying the history of NPS in Dare County.

CHAIRMAN'S REPORT: The Chair noted:

- he and the Executive Director had gone before the County Commissioners and received consent on spending for the Short Term Restricted Fund grants [Hatteras Island Ocean Center and Town of Nags Head] and phase II and a portion of phase III at the Soundside;
- a job performance review/evaluation form was still being developed to use for the Executive Director review
- his participation in the awards ceremony at the marathon. He thanked Martha Wickre and other volunteers for their work.

Before turning the floor over to the Budget & Finance Chair, he congratulated Ms. Fuller on her age group win at the OBX Marathon.

BUDGET AND FINANCE REPORT: Ms. Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2015-2016 to date are up 5.33% from the same time period in fiscal year 2014-2015. She also noted that the County had received payment of approximately \$2.1 million from an online travel company lawsuit resolution.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Dare County Commissioners approved the spending for planning phases II & III of the event site. Staff and VHB had a kick off meeting on the 18th to prepare
- Staff received a Gold award at North Carolina Travel Leadership Conference for a Public Relations Effort-the Travel Writer FAM tour
- Delivery of the 2016 Travel Guide and Getaway Brochure. There were only 325 of the 2015 guide left when the new guides arrived
- No further follow up with the State Auditor, so it is unknown if they are pursuing it further but look forward to knowing the final results
- Inquiry, Fulfillment and Visitation numbers
- Online conversion studies. He is holding off on a website conversion study until the new site is in place
- The Chair and Lee Nettles discussed goals for social media. The goals are set by MMGY for the fiscal year and they update the progress monthly.

Lorrie Love reviewed recent and upcoming marketplaces, an upcoming FAM tour and encouraged people to attend the community concert in Duck that goes along with the Advice 5k. Mr. Overman asked, if the opportunity existed, to take and use a new photo in sales/media materials that show the amphitheater at the Cape Hatteras Lighthouse.

Aaron Tuell reviewed recent media efforts and upcoming articles, as well as new social media efforts to highlight the beauty and activities of the area throughout the year.

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

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

BOARD MEMBER COMMENTS: Ms. Kavanagh discussed impacts of Hurricane Joaquin on beach accesses in Frisco and thanked Superintendent Hallac for his hard work in opening emergency accesses, especially helping two fishing tournaments. Ms. Wickre reviewed the marathon finish line area activities and the upcoming Christmas Celebration, boat parade and Holiday Homes tour in Manteo. Ms. Caviness noted there were autographed posters from the Jazz Fest available to Board members if they wished to have one. It was also noted that there were WinterLights mugs and information available to the Board to take if they so desired. Mr. Holland noted an error in the Virginian-Pilot stating the County owned Dowdy Park.

SET TIME, DATE AND PLACE OF NEXT MEETING: The next meeting of the Dare County Tourism Board will be Wednesday, December 16, 2015 at 9:00 a.m.

Hearing no further business before the Board, the Chair adjourned the meeting at 10:08 a.m.

Attested:

Secretary, Dare County Tourism Board