OTDA
OCRACOKE TOURISM DEVELOPMENT AUTHORITY

MEETING MINUTES

June 16, 2020, 9:00 am

Ocracoke Community Center/Facebook Live Stream

Date/Tim: June 16, 2020, 9:00 am

Location: Board Members, Ocracoke Community Center
Public, Facebook Live Stream (Bluejeans) video set up by Donnie Shumate.

Attendees: Board: Daphne Bennink (via Live Stream/Bluejeans), Martha Garrish, Amy Howard
               Admin: Jeff Dippold, Dana Long, Helena Stevens
               Other: Kris Noble, Corrinne Gibbs, Kathryn Waldrop and others (public)

I.   Call to order
- Meeting called to Order by Amy Howard

II.   Discuss/Vote on minutes from June 5, 2020 Meeting
- Change to Line 42: add an "s" on e-mail, should read "e-mails"
- Change to Line 43: add an "s" on comment, should read "comments"
- Motion to approve minutes (after said changes) made by Martha, Daphne seconds motion, no one opposes, no discussion, minutes passed.

III.   Advertising/Social Media discussion
    a. RFPs
        o Modified Request for Proposal that was used when OCBA purchased an Ad Agency three (3) years ago, for the board to review. This is sent to prospective advertising agencies.
        o Amy replies she looked this over, towards the end in Evaluations, Element did not listen to our feedback. Amy would like to add the following: Respond to feedback from the board.
        o Daphne adds that we are looking for a relationship where feedback is accepted.   We need to let them know we are small and unique.
        o Trying to have something in effect by August (per Amy), dependent upon COVID-19, hurricanes, etc.
        o Helena mentioned that we need to have an agency in place in that timeline, or will need to determine how to allocate those funds that remain from not using Element.
        o At this time, this is just framework to obtain proposal, not to commit to anyone agency.
        o Daphne makes a motion to move forward with RFPs, Martha seconds motion, no one opposes, no discussion, motion passed.
    b. Website update
        o Coming up in December 2020, OCBA and TDA agree that the GrowthZone piece was going to be taken out. OCBA will go their own direction. TDA will have their own site. Need to work on getting technical assistance to make that transition go smoothly.

- o Helena asks for the board's approval for getting quotes for people that could help with this project.
- o Helena will do some research and report back to the board.
  c. **SEO**
    - o Search Engine Optimization: Proposal from Rob Decker, Consultant from Asheville. He has been doing our SEO to make sure Ocracoke is staying higher in the ranks when people search on key words related to Ocracoke. Proposal is $350.00 per month, $500 set-up charge.
    - o Martha makes motion for Helena to pursue this contract with Rob Decker, Daphnes seconds motion, no one opposes, no discussion, motion passed.
    - o Helena adds that following a meeting with Daphne and Amy, relating to website/social media, Helena says that Kathryn Waldroup (local), who can assist with social media and postings. They will utilize Sprout Social to populate a social media calendar.

IV. **Office update**
   - During the last meeting, it was discussed that this space could possibly be shared with OCBA. Since the, Amy learned that OCBA does have a Visitor's Center space, and the applicants for OCBA have agreed to work at their residence. Amy feels this space needs to kept for TDA Board Members and personnel for at least the first year. Daphne agrees with Amy.
   - Daphne makes a motion that TDA maintains an office space exclusively for the purpose of conducting TDA business, that we do not share this office space with other entities. Martha seconds this motion, no one opposes, no discussion, motion passed.

V. **Update on Funding TDA Bank Account/Coordination with Hyde County**
   - Jeff sent a request through e-mail to Corrinne to request $5,000 initially for the payroll checking account to be funded as soon as possible in June so we can get the account funded because July 1, 2020 BCBS medical benefits will be withdrawn from that account for Helena.
   - After OCBA returns approximately $80,000 to the TDA, Jeff will then submit a second request in July for $10,000. This will fully fund the first quarter personnel costs (on an annual basis are $60,000). In September, December, and March, a request will be submitted for each of those quarters in advance for the following quarter for $15,000.
   - Amy and Jeff verifies this information with Corrinne.
   - Helena and Dana have been given employee packets for documentation to be completed for payroll as of July 1, 2020.
   - Jeff would like guidance for what the county will require for independent contractors. We already have independent contractors/vendors. Jeff asks Corrinne if there is a packet for a vendor set-up or independent contractor set-up. Corrinne states that the only thing the county requires is a W-9 Form.
   - Kris Nobles states that Corrinne has taken another call, Kris also requests that they be provided with an Agenda. Amy was under the impression that the Agenda was sent to Kris and Corrinne. Dana confirmed with Amy that both were sent the Agenda. Kris clarifies that they would like a specific time to attend for their portion of the meeting.

VI. **Civic Meeting – June 17, 2020, update on TDA plans**
   - Amy is unable to attend Civic Meeting
   - Amy would like to submit a written statement for Civic Affairs Meeting. Helena states this is fine. Amy asks Helena to e-mail the statement to her for any adjustments.

VII. **Signage**
   - Harbor sign (Jason Daniels) is almost complete (and paid for).

    a. Welcome to Ocracoke
- o Helena has been in contact with Williams Watts (homeowner at front of village). He has some concerns about the positioning and lighting. He will be on the island this afternoon and would like to meet again regarding these questions. Sign does not need to be lighted, per Amy.

    b. OPS Island Inn sign
- o Name is on it, but not a logo.

VIII. New Business
- Helena suggests that the board start thinking about recruiting new board members. Someone will need to be from lodging.

IX. Schedule Next Meeting
- To be determined.

X. Adjourn
- Motion to adjourn made by Martha, Daphne seconds motion, no one opposes, no discussion, motion passed.

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