

# DRAFT

## MEETING MINUTES

September 25, 2020, 9:00 am

### Ocracoke Community Center/Facebook Live Stream

Date/Time: September 25, 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, Martha Garrish, Greg Honeycutt (via Facebook Live Stream/Bluejeans, Amy Howard, Lisa Landrum  
Admin: Jeff Dippold, Dana Long, Helena Stevens  
Other: Kris Noble, Corrinne Gibbs, and others (public)

#### **I. Call to order**

Meeting called to order by Amy Howard at 09:26 am

#### **II. Discuss/Vote on minutes from June 16, 2020 Meeting**

Remove “s” from Nobles, Remove “u” from Waldroup. Approved after these changes are made. Daphne makes motion to accept minutes, Martha seconds motion, no one opposes, all approve, motion passed.

#### **III. Update on Funding TDA Bank Account/Coordination with Hyde County**

Drafted OTTDA June 30, 2020 Financials statements were provided to the Board for review. The financials were based upon unadjusted Hyde County financial information with adjustments added for transactions which occurred in May and June which are projected for inclusion in conjunction with the Hyde County FY 2019/2020 audit (currently in process and anticipated to be completed in October 2020). As of June 30, 2020 the OTTDA completed the fiscal year with approximately \$111 thousand of funds. The primary contributor to this balance is the return of approximately \$90,000 of monies that had been paid to the Ocracoke Civic and Business Association but were unspent due to the curtailment of advertising and activities subsequent to Hurricane Dorian and COVID. Once June information is finalized, updated financials will be provided to the Board.

An Occupancy Tax Summary detailing collections for both the 2% and 3% Boards was also presented. Total collections for the 2 % Board FY 2019/2020 were \$267,029 vs. \$345,857 for FY 2018/2019. Collections for July and August 2020 (related to the months of June and July) for the 2% Board total \$133,098 which is 93% of the collections for the same months in 2019.

Jeff asks that tax collection sheets be forwarded to him in a timely manner. Corrine states that the system had a failure last month and was complete shut down for 3 weeks, which has caused a serious delay. Jeff

41 asks that communication be sent to him to help alleviate frustration. Kris states that from this point forward,  
42 she will contact Jeff.

43  
44 Greg brings up the need for public restrooms and funding. Daphne feels there is a greater need for fiber optic  
45 internet for Ocracoke, not public restrooms as the National Park Service has two (2) public restrooms they  
46 maintain.

47  
48 Martha makes a motion that \$125,000 for advertising, adding \$10,000 for web, \$10,000 for content, and  
49 \$10,000 for Ocracoke events, Daphne seconds motion, no one opposes, all in favor, motion passed. Donnie  
50 will reach out to the school government this afternoon to check if updated needs to be posted, or just revised.  
51

#### 52 **IV. Advertising/Social Media discussion**

##### 53 **a. RFPs**

54 Past marketing efforts have been funded annually with a budget of \$75,000 - \$125,000. The OTTDA  
55 is reviewing four (4) agencies including: Immortology, Clean, Theorem, and Charrette. Clean is a full  
56 service agency, while Immortology Theorem and Charrette are smaller and may be more flexible  
57 with a smaller budget.  
58

59  
60 Daphne states that we do not need the full package because there is an Executive Director doing some  
61 of these things. Helena states that we have put out a RFP for a strategic marketing plan that includes  
62 a full branding and media plan.  
63

64 There is typically an 8-12 week timeframe for the companies to get familiar with Ocracoke, do  
65 research and enact a plan.  
66

67 Process of choosing an agency needs to be completed by November 1, 2020.  
68

69 Presentations will be as follows:

- 70 October 1, 2020 at 9:00 am, Ocracoke Community Center\* – Clean
- 71 October 8, 2020 at 9:00 am, Ocracoke Community Center\* – Theorem
- 72 October 9, 2020 at 9:00 am, Ocracoke Community Center\* – Charrette
- 73 October 16, 2020 at 9:00 am, Ocracoke Community Center\*
- 74 (\* denotes board members only, others may join via Bluejeans)

##### 75 **b. Website update**

76 Helena is in the process of getting quotes for website redesign, photographers and videographers.  
77

##### 78 **c. SEO**

79 Rob Decker & Associates continues to do Search Engine Optimization work on a monthly basis.  
80

##### 81 **d. Google DMO Program**

82 No discussion  
83

##### 84 **e. Ocracoke Island Brochure & Distribution**

85 No discussion  
86

87  
88  
89 **V. Signage**  
90

91 **a. Welcome to Ocracoke**

92 William Watts does not want to put sign on his property at this time.  
93

94 Lisa mentions that a sign could be placed at the convenience site/sheriff department. Kris confirms  
95 Hyde County does own the property. Kris Noble gives permission to put up a sign, with lights, on  
96 this property.  
97

98 **b. OPS Island Inn sign**

99 There is a sign at the Island Inn that has the VisitOcracokeNC Logo on it.  
100

101 **VI. New Business**  
102

103 **a. Recruitment of new TDA board members**

104 Amy states she has spoken to Tom and Helena about potential people to recruit for board members.  
105 Martha states she will continue as a board member until a replacement is found. Some possible ideas  
106 are as follows: Melinda Sutton, Jen Mongan, Jennifer and Wayne, Kara at Anchorage Inn.  
107

108 **b. VisitNC Cares Act Marketing Credit Program**

109 Up to \$60,000 credit to invest, programs selected are digital programs since we do not have an  
110 agency in place at this time.  
111

112 **VII. Schedule Next Meeting**

113 October 1, 2020 at 9:00 am, Ocracoke Community Center (board members only), others to attend via  
114 Bluejeans (Facebook Live Feed).  
115

116 **VIII. Adjourn**

117 Motion to adjourn made by Lisa, Daphne seconds motion, no one opposes, no discussion, motion passed.  
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