

MEETING MINUTES

October 1, 2020, 9:00 am

Ocracoke Community Center/Facebook Live Stream

Date/Time: October 1, 2020, 9:00 am

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

Attendees (in person): Daphne Bennink, Amy Howard, Lisa Landrum

Admin: Dana Long, Helena Stevens

Attachments: PDF Presentation by Clean
Meeting Minutes from September 25, 2020
Agenda dated October 1, 2020
Digital recording of meeting October 1, 2020

I. Call to order

Meeting called to order by Amy Howard at 09:08 am

II. Approve Meeting Minutes from September 25, 2020 meeting

September 25, 2020 Meeting Minutes motion to approve by Daphne, Martha seconds motion, no one opposes, no discussion, minutes passed/approved.

III. Advertising Agency Presentation/Discussion

Presentation via Bluejeans (Facebook Live Stream) by Clean.

Questions presented at end of presentation:

- Videos presented would not play properly, Clean will rectify problem and send via e-mail.
- Question (Helena):
Digital Package and increased revenue, how did that work? What tracking mechanism did you have in place and how long did it take to see results?
- Answer:
It does vary by client; we always have a relationship as a partner where information is to be shared. Clean will have the campaign numbers and will put together any insight that will come out of there. From Clean's side, there are various programs used (in addition to a campaign) because they do track much more than just media. If someone was exposed to an ad on a specific website and they made it into the destination, it is trackable in a comprehensive way. This also allows to determine how long it is when someone goes into an ad and then books that destination. Able to determine which markets are heavy (in state or out of state).

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46 - Question (Lisa):

47 We are all looking to be involved in this process. What is our relationship going to be with you? How
48 are we going to communicate when we want to tweak something or want to know something? Do we
49 call you? Or have meetings every so often if there is a new event that comes on the island that we want
50 you to know about. Or we want to ramp up the campaign. What kind of relationship do you have with
51 your clients typically?

- 52 - Answer:

53 From the account side, depending what you want from reporting and status updates, it can be online
54 reporting. This would be discussed during account set-up process. Reporting for meetings would be
55 covered in advance. For reporting, an on-line dashboard is created, and can have regularly scheduled
56 meetings. We don't want a client; we want a partner. We want you to be delighted with the work we
57 create, no surprises. We will meet early and often to create a process.

- 58
59 - Question (Helena):

60 What are the benefits of going with a larger agency like yourselves versus a smaller agency?

- 61 - Answer:

62 The experience that Clean has brings different points of view into it. Clean can move and react quickly.
63 Clean may be considered larger, but not expensive. Clean personnel loves Ocracoke. Not overly large,
64 but large enough to do everything in house and be flexible and timely.

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66 **IV. Schedule Next Meeting**

67
68 October 8, 2020 at 9:00 am, Ocracoke Community Center

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70 **V. Adjourn**

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

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