

MEETING MINUTES

January 15, 2021, 9:00 am

Facebook Live Stream (Bluejeans)

Date/Time: January 15, 2021, 9:00 am

Location: Facebook Live Stream (Bluejeans)

****** Due to COVID-19, all participants, including Board Members, will be through Bluejeans. There will not be anyone meeting at Ocracoke Community Center.**

- I. Call to order.
 - a. Meeting called to order by Daphne at 09:03 am
- II. Approval of Meeting Minutes
 - a. 2020-11-20 Meeting Minutes
Meeting minutes motion to approve made by Amy, second by Lisa, all in favor, no one opposed, no discussion, motion to accept minutes passed.

III. Financial Discussion/Hyde County

Summary of Hyde County Occupancy Tax Collections through December 31, 2020 (through occupancy month of November 2020):

Ocracoke's portion of the 2% Occupancy Tax totals \$298,155 for the first half of FY2020/2021, an increase of \$54,257 over the first half of FY 2019/2020 (see enclosed summary).

Ocracoke's portion of the 3% Occupancy Tax totals \$414,985 for the first half of FY 2020/2021, an increase of \$75,540 over the same period of FY 2019/2020 (see enclosed summary).

Considering that the current FY 2020/2021 OTTDA Budget is based upon tax collections of \$300,000, through December 2020, that baseline has almost been achieved. The projection of total fiscal year collections for the OTTDA is \$356,994 (see enclosed projection). This utilizes the actual collections through December and incorporates a conservative projection for January - June 2021 (based upon 85% of the pre-Dorian revenues during January - June 2019). The OTTDA Board recommended maintaining a very conservative approach in evaluating revenues and currently is not making any budget revisions. The Board will review again at the next OTTDA Board Meeting.

Hyde County's FY 2019/2020 audit continues. As a result, adjustments from FY 2019/2020 totaling approximately \$117,000 have not been incorporated into the current OTTDA financial balances. As further audit updates are received from the County, Jeff Dippold will pass this information onto the OTTDA Board. Jeff will provide a more comprehensive financial package, including comparing actual expenses to the budget once the audit and is complete and adjustments reflected.

Due to operational issues associated with the impacts of COVID, there have been instances of delays in the payment of OTTDA invoices. Dana Long and Helena Stevens are tracking invoices submitted

for payment and comparing the information to ledger reports received from the County. Helena is working with the County Finance Department to ensure payments are being made.

IV. Advertising Update

- a. Theorem Advertising and Website Contract
 - The contract has been signed between Theorem and OTTDA.
 - OTTDA has signed a contract with Theorem agency to build a new website. Helena has provided a site map and initial content. The project is ongoing.
 - The Advertising Committee (Helena, Daphne, Jen) has met with Theorem several times. Theorem will present selected creative concepts to the Board the week of February 8, 2021.
 - Campaign focus and timing: the focus of paid media will be NC (excluding Hyde County), Virginia, and Washington DC. These markets represent the majority of visitors during the shoulder season. The campaign timeframe is March-May and Mid-September – Mid-November.
- b. Website
 - The OCBA BOD would like to use the existing VisitOcracokeNC website as a template and customize it for the new OCBA website. According to Wick Smith of BizToolsOne, Google does not like it when there are duplicate sites. Mr. Smith suggests waiting until the OTTDA completes our new website, then OCBA can adjust their site (approximately March 2021).
- c. VisitNC Credit Program/ NC Tourism Recovery Grant
 - See Executive Director's Report for details. The OTTDA received \$60,000 in VisitNC marketing credits and were used toward the following programs: Google DMO program (with Miles Partnership) to improve Ocracoke's presence across all Google platforms, *Arrivalist* Daily Travel Program, and Seasonal marketing package (creative content). Credits had to be used by 12/30/20 per CARES Act funding guidelines. \$10,750 of funding was received through the NC Tourism Recovery Grant and used towards COVID-safe travel video and photographs.
- d. Google DMO Program
 - Daphne requested that staff send reports to the Board in a timely manner so that they have adequate time to review them prior to the meeting.

V. Signage Update

- a. Welcome to Ocracoke/Hwy 12 Hyde County Convenience Site
 - The "Welcome to Ocracoke" sign artwork is complete. Jason Daniels will be erecting the sign in the coming weeks.

VI. New Business

- a. Directors and Officers Liability Insurance Policy Update
 - Bound and complete.
 - Daphne makes motion, Amy seconds motion, no discussion, all in favor, no one opposed, motion passed.
- b. Office Space Lease
 - Signed. Residential Lease valid thru June 2021.
- c. Local Government Employee Retirement System
 - i. Ocracoke TDA registration with NC Department of State Treasurer

- Motion for board approval to register the TDA with the state treasurer's office in order for TDA staff to be enrolled in the Local Government Employee Retirement System (LGERS). Daphne motions that the Board approves that the OTTDA submit registration with the NC Department of State Treasurer. Amy seconds motion, no discussion, all in favor, no one opposes, motion passed.

No Further discussion on New Business

VII. Public Input/Questions/Comments

Per Donnie Shumate, there have been no submissions/comments/questions via Facebook.

Randal Matthews adds: There has been discussion regarding the OCBA and the new OTTDA Website in the fact that Google does not like competing links. Daphne adds that the TDA's mandate is to promote Ocracoke Island as a destination. TDA oversees advertising for the island as a whole; the OCBA is there for the individual businesses. Helena clarifies that at this time, there is only one (1) website, visitocracokenc.com.

VIII. 2021 Meeting Dates

February 15, 2021, 9:00 am

March 15, 2021, 9:00 am

April 23, 2021, 9:00 am

May 21, 2021, 9:00 am

June 18, 2021, 9:00 am

IX. Adjourn

Motion to adjourn made by Amy, second by Lisa, no discussion, all in favor, no one opposed, motion passed.

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