

OTTDA MEETING MINUTES

February 15, 2021, 9:00 am

Location: Facebook Live Stream (Bluejeans)

****** Due to COVID-19, all participants, including Board Members, will attend virtually.**

I. Call to order.

- a. Meeting called to order by Amy at 9:00 am

II. Approval of Meeting Minutes

- a. 2021-1-15 Meeting Minutes

Meeting minutes motion to approve by Daphne, second by Lisa, all in favor, no one opposed, no discussion, motion to accept minutes passed.

III. Financial Discussion/Hyde County

- a. Budget Update Discussion

The Board reviewed the proposed FY 2020/2021 budget revisions. The revisions resulted from differences in actual expenditures versus the original budget through the first seven months of the year and additional expenses the Board considered appropriate based upon updated revenue projections. Based on estimated revenues of \$300,000, the original budget amount is very conservative considering that through January 2021 (tax month of December 2020), 2% of Ocracoke collections totaled \$302,194 (\$35,164 more than the same period of FY 2019/2020).

The revised budget has revenues exceeding expenses by \$34,400. With projected revenues of approximately \$360,000 (see page 2 of the budget revision attachment) and an anticipated \$111,000 fund balance at the start of FY21/22 once all Hyde County audit adjustments for the previous year are reflected, the OTTDA Board can expect to have close to \$200,000 of available funds at the close of FY20/21. Options for maintaining an adequate reserve for unforeseen revenue impacting contingencies and identifying areas for the excess funds to be used in promoting travel and tourism and/or applying the funds towards Ocracoke tourism-related programs and improvements will be considered by the Board at their next meeting.

Jeff and Helena will begin work on a budget for Fiscal Year 2021/2022 before the next meeting in April.

Motion to accept proposed changes to the budget as Jeff presented. Motion made by Lisa, Martha seconds motion, no further discussion, all in favor, motion passes.

IV. Advertising Update

- a. Theorem Presentation of Selected Creative Concept & Media Plan to OTTDA
 - 13 interviews were conducted with key stakeholders (November/December 2020).
 - o Audience
 - Ocracoke Island (OI) is for people who know how to relax.

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- Nature.
 - Beach.
 - OI is not for everyone.
 - Want more people during shoulder season.
 - The Brand
 - What sets OI apart from everywhere else in the Outer Banks.
 - Beach – it is unlike any other around.
 - Unique culture and geographic isolation.
 - A place with fewer distractions.
 - 2021 Shoulder Season Campaign
 - Target: “Seekers” (people of all ages who are thinkers, curious, imaginative, spontaneous, and flexible). “Go with the flow” attitude.
 - If you’ve ever thought you’ve been to one beach, you’ve been to them all, we are here to change your mind. Come experience a beach vacation as it was meant to be...this place might look a little different from the mainland, but you’ll never look back. Ocracoke Island, naturally different.
 - The goal is to drive overnight visitation. Geotarget will be NC, Virginia, and Washington DC.
 - Travelers are currently looking for outdoor activities with less crowds that are closer to home.
 - Mid-March launch (through May).
 - Approved Creative Media plan by the end of February 22, 2021 or earlier.
 - Website design to be completed this week, and concept will be translated to the website.
- b. Website Update
- i. OCBA/TDA websites
 - Content has been provided to Theorem.
 - Currently requesting quotes from photographers to provide new images. The photographs used right now are “Pre-Dorian” or part of the grant that was used for Covid. Per Helena, there is money allocated in the budget for this (\$10,000)
 - Daphne clarifies that we are creating this new website for the OTTDA and our intention is for every business on the island to be mentioned as a line item and those individual businesses will have the opportunity to provide a link to their individual website. OCBA, with regards to its relationship with businesses, has more of a fiduciary relationship with businesses who are paying them to be a part of their organization and consequently to be represented as per their respective contracts/subscriptions.
 - Helena adds outbound and inbound marketing. OTTDA is covering the whole island; OCBA can get more detailed and market people once they are here on the island.
- c. Google DMO Program
- See above discussion.
- d. Social Media Update
- See above discussion.

- 87 V. Signage Update
88 a. Welcome to Ocracoke/Hwy 12 Hyde County Convenience Site
89 - Due to the weather (very wet), the sign erection has been delayed.
- 90 VI. New Business
91 - Amy confirms everyone is using VisitOcracokeNC e-mail extension; all confirm yes.
92 - Daphne suggests forming a budget committee to begin working on the FY21/22 budget.
93 Helena and Jeff will be on the committee, along with two (2) other board members. Daphne
94 states that she and Jen Mongan are on the ad committee. Amy asks that Martha and Lisa
95 decide who will be on the budget committee and inform her once a decision is made.
- 96 a. Local Government Employee Retirement System
97 - Helena is still gathering information on this, will have information at the next meeting.
- 98 b. Arrivalist Program
99 - Helena sent the board information regarding this program. This will help guide advertising
100 decisions and outcomes going forward. This fits within the existing budget, however it is
101 something that has not been allocated, so there would need to be a vote.
102 - This is a co-op program through Visit NC, so Visit NC is supporting part of the cost.
103 - Motion to adjust the budget to spend \$11,000.00 made by Martha, Daphne seconds motion,
104 all in favor, no one opposes, no further discussion, motion passed.
- 105 c. Island Photography
106 - See discussion above.
- 107 d. OCBA/Administrator resignation
108 - TDA needs communication with OCBA regarding the filling of the position so proper
109 transfer takes place for handling of phone calls, emails, and events.
110 - Amy inquires about events such as the Fourth of July. Helena states that it is her
111 understanding that there is at least a commitment to requesting funds.
112 - Daphne inquires about other events. Helena states that other (OCBA) events are Island
113 Wide Yard Sale, Fourth of July, Holiday Gift Market, Pirate Jamboree.
114 - Daphne suggests that we invite someone or the Board to our next meeting.
115 - Randal Matthews adds he likes the progress of the TDA, and communication is key.
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- 117 VII. Public Input/Questions/Comments
118 - Per Donnie Shumate, there have been no submissions/comments/questions via Facebook.
- 119 VIII. Next Meeting Date
120 - March 15, 2021, 9:00 am
- 121 2021 Meeting Dates:
122 April 23, 2021, 9:00 am
123 May 21, 2021, 9:00 am
124 June 18, 2021, 9:00 am
- 125 IX. Adjourn
126 Motion to adjourn made by Lisa, second by Martha, no discussion, all in favor, no one opposed, motion
127 passed.
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