



Ocracoke Tourism Development Authority

Board Meeting Minutes

October 22, 2021, 9:00 am

Attendees:

Board: Amy Howard, Lisa Landrum, Martha Garrish, Kenny Balance, Jennifer Esham, Jen Mongan (remotely)

Non-Board:

Helena Stevens, Jeff Dippold, Randal Matthews, Teresa Adams, Eleanor Talley (Theorem Advertising) Remotely: Sharon Brodisch, Tom Hickey (Theorem Advertising), Donnie Shumate

I. Call to Order

Amy Howard (as outgoing Chair) called the monthly OTTDA meeting to order at 9:13 am

II. Approval of September 24, 2021, Meeting Minutes

No changes to minutes. Martha moved to approve, Lisa second. Minutes approved.

III. Financial Discussion/Hyde County

a. Current Revenue Collections and Projection – Jeff emailed a summary of the 2% and 3% collections for the first quarter of FY21/22. Jeff reported that for the first quarter of the fiscal year through September, 2% collections were \$238,549, increasing \$33,851 over the first quarter of the prior fiscal year. Jeff's revenue projection for the full fiscal year (actual for the first quarter/90% of actual collected for the last nine months of the fiscal year) is \$405,000, an increase of \$44,000 over the budgeted amount for the current fiscal year. The board may decide to modify the budget and consider other programs to implement. Jeff will provide a budget vs. actual expenses before the end of the year. Lisa made a motion to accept the financial report, and Martha seconded it. Motion approved.

IV. Introduction of new OTTDA board members

- a.** Amy introduced Jennifer Esham and Kenny Balance, who are each beginning their 3-year terms
- b.** The slate of officers: Lisa nominated Kenny Balance as Chair, Martha Garrish as Vice-Chair. Jennifer Esham seconds. Motion passed. Amy stepped out at this point.

Old Business

Bench Project Update – Jenn Mongan reported she met with Mike Kalna; they went to the tram stops and measured and consulted with property owners to confirm the



placement. A few of the benches will have awning covers, depending on how much space there is. Mike took measurements, will get everything drawn up, and will email Martha with the results when he is done.

Admin job posting – The Administrative Assistant job position is posted at the Variety Store and the Post Office. To date, there have been no applicants. Helena will repost the job and extend the date. It may need to be split up to have someone help with the day-to-day administrative work in the office. Sharon can assist with the minutes/attend meetings if needed.

Executive Director Report

Theorem Advertising:

Tom Hickey reviewed the Arrivalist report for the calendar year to date for 2021 (Jan-Sept). Day trips are up 6% over 2019/79% over 2020. Overnight trips for 2021 are up 3% over 2019/44% over 2020. 16% of all overnight visitors stayed 6+ nights versus 12% for 2019. Visitors from NC are 37% of all trips and are primarily day trips 54%. Visitors from VA are 20% of all trips, 66% of those are day trips. Norfolk DMA is #1 for primary trips to Ocracoke.

Eleanor Tally reported on the October 19 VisitNC Media Mission in Raleigh, where she represented Ocracoke. There were about 40 media there, a mix of national and state publications. She identified some opportunities for Ocracoke to bring in another round of writers for media visits in the Spring of 2022.

FY21/22 Advertising Planning: Helena is working with Theorem to plan stakeholder interviews in the first part of November with island lodging partners to get input on tourism since last year's planning session.

Insurance update: Helena is working with Chalk & Gibbs on the 11/10/21 renewals for the OTTDA Directors' & Officers' Liability and Employment Practices Liability and General Liability Policies

The New Bern airport column wrap with Ocracoke lighthouse has been installed. The cost will be \$250/month starting March 1, 2022.

There was discussion amongst the board about potential future projects: Ocracoke Airport, making office for pilots more user friendly, getting travelers from the airport to their Ocracoke destinations, charging stations for electric-powered cars. The board will revisit these topics in future meetings.

Website/SEO: Helena is updating the website and social media outlets with new content. Website traffic is declining in the fall months, which is typical. Next week, a fall Email blast will be sent to website information subscribers via MailChimp– talking about fall activities and events on the island.



New Business

a. FY22/23 Advertising Committee

Jenn Mongan and Lisa Landrum will remain on the committee for the remainder of FY21/22 and will also be on the committee for FY22/23 (July 1, 2022 – June 30, 2023). Discussions regarding FY21/22 advertising will begin in December.

b. FY22/23 Budget Committee

Martha Garrish and Jennifer Esham will be on the committee.

Public Input/Questions/Comments

Steve Harris posted – Great demographic information.

Next meeting

The next meeting date was changed to Tuesday, November 16, 2021, 9:00 am

Adjourn

Martha moved to adjourn, Jennifer second. The meeting adjourned at 10:10 am

Remaining FY21/22 Board Meeting Dates

December 17, 2021

January 21, 2022

February 18, 2022

March 18, 2022

April 22, 2022

May 20, 2022

June 17, 2022