

Ocracoke Tourism Development Authority

Meeting Minutes

May 21, 2021, 9:00 am

Location: Board Members: Ocracoke Community Center
Public/Guest: Zoom/Facebook Live Stream (Bluejeans)

Attendees (Board): Daphne Bennink, Martha Garrish, Amy Howard, Lisa Landrum

Attendees (Non-Board): Helena Stevens (Executive Director), Sharon Brodisch (Administrative Assistant) (remotely), Jeff Dippold (Bookkeeper)

Call to Order

Chair Amy Howard called the monthly OTTDA meeting to order at 9:00 a.m.

Approval of April 23, 2021, Meeting Minutes

Daphne moved to approved minutes, Martha second. Motion passed unanimously.

Financial Discussion/Hyde County

Jeff Dippold reported: As of April 30, 2021, \$320,196 has been collected for 2% projecting \$366,000, possibly up to \$370,000 for this fiscal year. OTDDA currently has about \$200,000 available, which includes \$86,000 returned by OCBA. Jeff is working with Hyde county to adjust the rest of the \$200,000 budget numbers.

The Miscellaneous (petty cash debit card) spending account has been set up. Helena and Amy have each received debit cards.

Old Business

TDA Event Grant Funding Request Update

Martha reported that the Event Grant Funding Committee had received two requests from Ocracoke Alive and the Ocracoke Civic & Business Association (OCBA). Martha, Jen, and Helena met about applications. The committee recommends approval of the Ocracoke Alive request of \$10,000.

Daphne reminded the board and the public that OTTDA's mission is to promote the island, while OCBA promotes the specific businesses of the island. OTTDA's approval of funding the map is contingent on OCBA's commitment to continue producing the Ocracoke Island walking map in the future. Funds may be requested from OTTDA to help with the expense; OTTDA in no way will take ownership of this project.

Summary of Requests and Approvals:

1. OCBA requested \$7,800 to fund reprinting and distributing the Ocracoke Walking Map in FY20/21. Daphne made a motion to approve. Martha seconds. Motion approved unanimously.

2. OCBA requested \$10,000 for FY21/22: \$1,800 for Pirate Festival, \$1,000 for July 4th, \$500 for Island-Wide Yard Sale, \$500 for Holiday Gift Market, \$6,200 for 2022 Ocracoke Walking Map. Daphne moved to approve, Lisa seconds. Motion passed unanimously.
3. Ocracoke Alive requested \$10,000 to offset costs associated with the FY2021/22 Ocrafolk Festival, including posters, programs, rental facilities, and food for performers and staff. Daphne motioned to approve, Martha seconds the motion. Motion passed unanimously.

Bench Project Update

Martha referred to the handout of 1st bench style sent to her by Michael Kalna, reflecting a modern design. He is going to provide a few more—two with sunshades and two without sunshades.

New Board Member Recruitment

There are no candidates currently. OTTDA will likely move to quarterly scheduled BOD meetings, making the time commitment less for new board members. Lisa will speak with Randal Matthews.

Executive Director Report

The advertising campaign will continue through May and will resume in mid-September through mid-November. The photography project is near completion. The remainder of the shots will be completed after Memorial Day by Chris Hannant/Daniel Pullen. Helena has sent new photos to the advertising committee. The last portion remaining is outdoor/adventure shots.

EWN airport is working on an initiative to promote places that you can get to from their airport. The manager of the airport is coming to Ocracoke next week to discuss potential partnering opportunities.

FY21/22 Advertising Contract: Theorem will prepare a formal proposal for FY21/22 and submit it to OTTDA for review next week. Response from the email section of the website has been positive (about 600 requests). Theorem will create a MailChimp template to match current branding.

Social media has been doing well; followers are increasing. Helena and Kathryn have been following up with Google my Business to ensure the locations on our map are coming up with the correct pictures and accurate information.

Asset Brochures. We are down to 4 boxes. Helena is working with Theorem on content for the Asset Brochure, which will be ready to print on July 2nd.

Administrative Assistant Position: the position remains vacant without applicants. Sharon Brodisch is filling in temporarily. A discussion took place about the contract rate for this position. Jeff suggested raising the hourly rate to cover employee taxes. More discussion at next board meeting

New Business

Ocracoke Sign lawn maintenance. Helena will follow up on who is taking care of it and who will continue to do so.

Civil War Trails Program. Helena set up a meeting with OPS (Andrea Powers and Ken DeBarth) and Drew Gruber from the Civil War Trails Program to discuss the potential of putting an interpretive sign near OPS. Ken said there is interest in pursuing it, but OPS will need to secure a location and get more information on the Civil War pertaining to Ocracoke. Jeanne Owens is going to communicate with some history professors. There are also passed-down stories from current/former residents that may be included.

The funding for this program would be requested from the TDA. Civil War Trails Program would take care of the upkeep of the actual site.

Parking Lot Project. Martha was approached by someone who owns property near the lighthouse willing to rent the space to the OTTDA. They would take care of everything, pay insurances, make a picnic area, maintain it, including daily trash pickup, for a monthly fee. Martha contacted Eastern National (NPS subcontractor) to ask if they would partner with OTTDA on the cost, but they are not interested. Martha will contact Coastal Land Trust, as this would be a good spot for a parking area for Springer's Point. The cost of the rental is \$4,000 per month for 20 parking spaces. The board will wait for the response from Coastal Land Trust and put it on the agenda for the June meeting.

Arrivalist Program

(See Attachment) Showing more traffic on weekends will continue to monitor.

Public Input

Question on Facebook, what is the website address? Visitocracokenc.com

Helena wants the OTTDA to make a formal statement concerning the NPS public meeting concerning moving the lighthouse, moving the South Dock for the Hatteras ferry, and the potential delay of the passenger ferry. Amy will reach out to Connie Leinbach. Helena will add to next month's agenda scheduling dates for the next fiscal year meetings.

Next meeting

June 18, 2021, at 9 a.m.

Adjourn

Martha moved to adjourn, Daphne second. Meeting adjourned.