

DRAFT

MEETING MINUTES

November 20, 2020, 9:00 am
Facebook Live Stream

Date/Time: November 20, 2020, 9:00 am

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

Attendees (Board): Daphne Bennink, Martha Garrish, Amy Howard, Lisa Landrum, Jen Mongan
Attendees (Admin): Dana Long, Helena Stevens
Attendees (Non-Board): Various public attendees via Bluejeans (Facebook Live Stream)

I. Call to order

Meeting called to order by Amy Howard.

II. Approval of Meeting Minutes

a. 10.16.20 Meeting Minutes

- Meeting minutes motion to approved made by Martha, second by Jen, all in favor, no one opposed, no discussion, motion to accept minutes passed.

III. Financial Discussion/Hyde County

- As detailed in the attached summaries, for the first 4 months of the current fiscal year, the 2% collections for Ocracoke total \$245,741 and are \$7,339 greater than the same period from the prior fiscal year. The 3% collections for the same time frame total \$342,010 and are \$10,215 greater than the same period from the prior fiscal year. It is in the following months for fiscal year 2019/2020 when the dramatic impact of Hurricane Dorian and the resulting decrease in Occupancy Taxes were realized. An updated projection of the total 2% collections for Ocracoke as of October 31, 2020 is included and while \$300,000 of total projected revenue was used in the budget update as of September 25, 2020, the total for FY 2020/2021 may more realistically come in at greater than \$325,000.
- The county's FY 2019/2020 audit continues and Corrinne Gibbs communicated to Jeff that the final adjustments associated with the FY 2019/2020 audit have not been posted to the general ledger. As those adjustments are made and updated ledger amounts for last year and this year are reflected, Jeff will prepare additional financial summaries to share with the Board. Per the request of Kris Noble, Jeff will forward to both herself and Corrinne the adjustments that he believed should be incorporated into the OTTDA balances as of June 30, 2020.
- Amy asks if everyone has signed audit forms and returned to same to Dana. Dana informs Amy that only 2 out of 5 have returned the forms to me. Daphne states that she received a packet from the audit company, as she has in previous years, stating that the package was to be signed and returned to them. Dana requested that copies still be provided for record keeping purposes. Daphne states that Dana did not respond to her e-mail. Lisa states she sent her directly to the company, however will provide a copy to Dana for TDA records. Amy asks that whoever has not provided a signed copy to Dana, please do so for TDA record keeping.

IV. Advertising Update

a. Theorem Contract

- The OTTDA/Theorem has been signed by both parties. Moving ahead with ramp up process to get Theorem acclimated to Ocracoke. The schedule going forward includes: the first two (2) weeks of November is to get the contract signed and do a joint press release. November 16, 2020 and November 30, 2020, Theorem will be doing stakeholder interviews with community members. Early December, Theorem will do a site visit and Strategy Workshop. Mid-December through Mid-January, the creative development process and sharing those ideas with the TDA. Development of a Medium Plan Mid-December/Mid-January. Mid-January to early February will be prep for campaign launch, then the campaign launch is planned for February 2021. Amy asked if stakeholders have been identified. Helena states a group has been submitted, along with some visitors. These interviews are being done via Zoom via a third-party entity, to help collect data.

b. Website

- Theorem has provided an estimate to build a website. Discussion took place regarding members of the website Sub-committee (type of content and how we want the site to look). Amy removed herself from the advertising committee and Jen and Daphne will be the new advertising committee. Jen states that she would be willing to assist with the Website Sub-Committee. Helena clarifies that this will be content, tone and visual. Amy states that she will be removing herself from this committee so it will not be a quorum.

Helena states the Board will need to approve and vote for additional expenditures for the website development. Lisa makes motion to allow flexibility for Helena, Daphne, and Jen, up to \$10,000 extra, second by Martha, no further discussion, all in favor, no one opposes, motion passed. Motion amended to up to \$8,000.00

The OCBA and Helena have spoken about the building of their website, as there was going to be a separation at the end of December. The OCBA asked if they could use the template of our existing website to modify since that site has GrowthZone in it. The OCBA will be using the template and will modify according to what they are trying to project.

c. VisitNC Credit Program

- Grant Program - Funds must be used by December 30, 2020, very specific on how they can be spent. \$10,750 for the videography and photography.
- Daphne states that she did not receive any e-mails regarding this or anything for this meeting. Helena will assist Daphne after the meeting regarding e-mail.
- Count on Me NC Program. One of the prerequisites for participating in these grants was to participate in the on-line training (best practices regarding hygiene and cleaning in your environment). Once completed, it puts you or your business in a directory where travelers can see you have completed the program.

V. Signage Update

a. Welcome to Ocracoke/Hwy 12 Hyde County Convenience Site

- Jason's Signs quote is \$6,565.13. Helena has submitted a check request for a deposit for Jason to purchase materials so he can begin building the sign. Estimated time of completion TBD.

VI. New Business

- Addition: Amy met with Ken Debarth (OPS), Bob Chestnut, Rudy Austin and Lisa at the joint meeting of the Island Inn Project. Amy states she came away from the meeting feeling positive about the project. Ken has been trying to get ahold of Daren to do some work, however Daren is currently over-booked. Amy states she walked through it with Ken, great spaces for offices, potentially a Suite that we could offer inexpensive housing for visiting groups, agencies, presenters, etc. Lisa states that she is cautious, however feels hopeful about this project. There is a plan in place, however they are just unable to execute the plan at this time. Lisa does express concern about the building itself and moving forward.

Kris Noble states that she supports this group and the community and does not have a lot of experience with foundational grants.

Daphne asks Amy and Lisa, at the presentation you went to, did they give a timeline? (Lots of obstacles that have delayed this project). Amy states that they did talk about timelines, and it will be more than a 2 year program (possibly up to 5 years).

Helena brings up the topic of communication. Dana has sent out some things and has not gotten any responses. E-mail is the best way for communication. Daphne again states that she sent Dana an e-mail and did not receive a response back.

Questions from Facebook/Public Comment:

Sundae Horn – Are you limited to only your board members on your committee or can you reach out into the community for committee members? Daphne states only the board due to the responsibility but she will be happy to look into other options.

What is the timeline for the restrooms? Dependent upon OPS.

a. NC Tourism Recovery Grant

- Discussed above.

b. Directors and Officers Liability Insurance Policy Update

- W-9 has been received from Chalk & Gibbs, the check is being issued. Jeff has not updated the budget to reflect this expense.

c. Office Space Lease

- Amy signed the Letter of Request and same was delivered to Jennifer Esham.

VII. Schedule Next Meeting

- Next Meeting January 15, 2020, 9:00 am, Ocracoke Community Center/FB Live (Bluejeans).

VIII. Adjourn

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

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