

DRAFT

MEETING MINUTES

September 25, 2020, 9:00 am

Ocracoke Community Center/Facebook Live Stream

Date/Time: September 25, 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, Greg Honeycutt (via Facebook Live Stream/Bluejeans, Amy Howard, Lisa Landrum
Admin: Jeff Dippold, Dana Long, Helena Stevens
Other: Kris Noble, Corrinne Gibbs, and others (public)

I. Call to order

Meeting called to order by Amy Howard at 09:26 am

II. Discuss/Vote on minutes from June 16, 2020 Meeting

Remove "s" from Nobles, Remove "u" from Waldroup. Approved after these changes are made. Daphne makes motion to accept minutes, Martha seconds motion, no one opposes, all approve, motion passed.

III. Update on Funding TDA Bank Account/Coordination with Hyde County

Drafted OTTDA June 30, 2020 Financials statements were provided to the Board for review. The financials were based upon unadjusted Hyde County financial information with adjustments added for transactions which occurred in May and June which are projected for inclusion in conjunction with the Hyde County FY 2019/2020 audit (currently in process and anticipated to be completed in October 2020). As of June 30, 2020 the OTTDA completed the fiscal year with approximately \$111 thousand of funds. The primary contributor to this balance is the return of approximately \$90,000 of monies that had been paid to the Ocracoke Civic and Business Association but were unspent due to the curtailment of advertising and activities subsequent to Hurricane Dorian and COVID. Once June information is finalized, updated financials will be provided to the Board.

An Occupancy Tax Summary detailing collections for both the 2% and 3% Boards was also presented. Total collections for the 2 % Board FY 2019/2020 were \$267,029 vs. \$345,857 for FY 2018/2019. Collections for July and August 2020 (related to the months of June and July) for the 2% Board total \$133,098 which is 93% of the collections for the same months in 2019.

Jeff asks that tax collection sheets be forwarded to him in a timely manner. Corrine states that the system had a failure last month and was complete shut down for 3 weeks, which has caused a serious delay. Jeff

asks that communication be sent to him to help alleviate frustration. Kris states that from this point forward, she will contact Jeff.

Greg brings up the need for public restrooms and funding. Daphne feels there is a greater need for fiber optic internet for Ocracoke, not public restrooms as the National Park Service has two (2) public restrooms they maintain.

Martha makes a motion that \$125,000 for advertising, adding \$10,000 for web, \$10,000 for content, and \$10,000 for Ocracoke events, Daphne seconds motion, no one opposes, all in favor, motion passed. Donnie will reach out to the school government this afternoon to check if updated needs to be posted, or just revised.

IV. Advertising/Social Media discussion

a. RFPs

Past marketing efforts have been funded annually with a budget of \$75,000 - \$125,000. The OTTDA is reviewing four (4) agencies including: Immortology, Clean, Theorem, and Charrette. Clean is a full service agency, while Immortology Theorem and Charrette are smaller and may be more flexible with a smaller budget.

Daphne states that we do not need the full package because there is an Executive Director doing some of these things. Helena states that we have put out a RFP for a strategic marketing plan that includes a full branding and media plan.

There is typically an 8-12 week timeframe for the companies to get familiar with Ocracoke, do research and enact a plan.

Process of choosing an agency needs to be completed by November 1, 2020.

Presentations will be as follows:

October 1, 2020 at 9:00 am, Ocracoke Community Center* – Clean
October 8, 2020 at 9:00 am, Ocracoke Community Center* – Theorem
October 9, 2020 at 9:00 am, Ocracoke Community Center* – Charrette
October 16, 2020 at 9:00 am, Ocracoke Community Center*
(* denotes board members only, others may join via Bluejeans)

b. Website update

Helena is in the process of getting quotes for website redesign, photographers and videographers.

c. SEO

Rob Decker & Associates continues to do Search Engine Optimization work on a monthly basis.

d. Google DMO Program

No discussion

e. Ocracoke Island Brochure & Distribution

No discussion

V. Signage

a. Welcome to Ocracoke

William Watts does not want to put sign on his property at this time.

Lisa mentions that a sign could be placed at the convenience site/sheriff department. Kris confirms Hyde County does own the property. Kris Noble gives permission to put up a sign, with lights, on this property.

b. OPS Island Inn sign

There is a sign at the Island Inn that has the VisitOcracokeNC Logo on it.

VI. New Business

a. Recruitment of new TDA board members

Amy states she has spoken to Tom and Helena about potential people to recruit for board members. Martha states she will continue as a board member until a replacement is found. Some possible ideas are as follows: Melinda Sutton, Jen Mongan, Jennifer and Wayne, Kara at Anchorage Inn.

b. VisitNC Cares Act Marketing Credit Program

Up to \$60,000 credit to invest, programs selected are digital programs since we do not have an agency in place at this time.

VII. Schedule Next Meeting

October 1, 2020 at 9:00 am, Ocracoke Community Center (board members only), others to attend via Bluejeans (Facebook Live Feed).

VIII. Adjourn

Motion to adjourn made by Lisa, Daphne seconds motion, no one opposes, no discussion, motion passed.

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