

## **TDA Special Meeting to Discuss Administrative Issues 12/13/2017 2:00pm**

Attendance: Amy Howard, Chair Person  
Daphne Bennink, Vice Chair Person  
Wayne Clark  
Martha Garrish  
Greg Honeycutt – via phone

### **1. Appointing a recording secretary**

Possibly hiring a contract employee or finding a student that would like to take the position as community service.

Bill Rich said he will appoint Lois Stotesberry as the recording secretary.

Daphne nominated Lois Stotesberry as recording secretary, seconded by Wayne. Passed unanimously.

### **2. Meeting Dates**

Discussion about having a joint meeting with OTB once a year to hear community requests for funding. Wayne suggested that it may be premature to start working with OTB until the TDA decides what direction they are going in relation to spending. Daphne feels that they should hear the requests with OTB since the community will be presenting already and some requests could fall into the TDA funding possibilities.

Martha makes motion that meetings Jan – April second Monday of the month, from 3-5pm. Amy seconded the motion. Passed unanimously.

Donnie will secure the Community Center for those dates.

### **3. Budget Discussion**

OCBA is willing to be the advertising arm for the TDA. The OCBA spent \$75,000 from June 2016 through August 2017 for advertising/promotion. Discussion about how various advertising methods success rate for the island.

\$300,000 is the projected budget for 2017 for the TDA. Amy recommended that the TDA decide on a percentage of the 2/3 budget that will go to the OCBA for the master ad campaign for Ocracoke. Wayne suggested that the board needs to do homework on how other organizations work and budget since we are tasked with the promotion of the Ocracoke. Amy asked Helena (OCBA) to ask Element advertising to come to the January or February meeting to present the market research that was done for the OCBA in regards to advertising methods. Wayne asked Helena to get budget information to similar counties/areas.

Motion to Adjourn by Martha. Seconded by Wayne. Passed unanimously