



## Ocracoke Civic & Business Assn., Inc.

**Minutes of the June 14, 2017 Meeting of the Contributorship.** Community Center. 7 p.m.  
Board members attending: Rudy Austin, president, Justin LeBlanc, vice-president, Connie Leinbach, secretary, Wayne Clark, treasurer, Martha Garrish, Chip Stevens, John Giagu. Absent: Ashley Harrell, Melinda Sutton. Also, Helena Stevens.  
Contributors present: Fred Westervelt, Peter Vankevich, Bob Chestnut, Dick and Janie Jacoby, Bill Rich, Sundae Horn, Leslie Lanier, Tom Cain, Greg Honeycutt, Carol Pahl, Tom Pahl, John Giagu.

Rudy Austin welcomed all to the meeting.

**Magellan/Element update:** Chip Stevens made some opening remarks about how Magellan was chosen and the goals.

Jack Becker of Magellan presented a PowerPoint of their marketing research so far and explained their methodology and how they arrived at the new logo, which was revealed. Some highlights of their findings include: 60 percent of the island's visitors didn't have anyone under 18 with them; the most positive stories build the brand; three fourths of our story is the great beach; the overnight guest is the most coveted; day visitors are different from the overnight guests and it costs more to get them to stay overnight; day-tripping is more spur-of-the-moment and you're not likely to get them back in the same year; people plan three months out or longer. (This discussion took 90 minutes)

**Bylaws:** Justin had a short PowerPoint about the process, the goal of which is to have a more robust organization. We have a larger and more complicated budget now. We worked on the bylaws over the winter and had an attorney review them. Technically, the bylaws are not substantially different from the current ones, but the board manages the organization and elects its own officers.

Instead of monthly open meetings we will have quarterly (or more) meetings for Contributors on special topics.

Amending of the bylaws would require a vote by two thirds of the board or simple majority of all of the paid contributors. A quorum of Contributors at their meetings would be a simple majority of all paid contributors.

Wording changes include the ability to give notice of meetings and vote on things electronically. However, Carol Pahl noted an omission. After discussion, a motion was made by Justin and seconded by John Giagu to amend two items in the bylaws:

**Article 1. Section 5 Telephone Conference Meeting to read:** Members of the Board or of any Committee or Contributor meeign may participate in a meeting by means of a telephone conference or similar communications equipment, including email, by which all persons participating in the meeting can communicate with each other. Participation in a meeting pursuant to this section shall constitute presence in person at such meeting.

Motion approved and carried.

**Article VI. Section 1. Annual Election to be amended to:** The annual election of the Directors of the Corporation by the Contributors shall be held at the Annual Meeting for a term commencing with the beginning of the next fiscal year.

After these amendments were made, a motion to approve the new bylaws was made by Fred Westervelt and seconded by John Giagu. Motion approved and carried.

**Treasurer's report:** Wayne gave a PowerPoint overview of the YTD actuals and the 2017-2018 budget, and reviewed every line item. At June 30, the OCBA should be about \$25,000 to the good and this money will go toward funding next year's work.

Carol Pahl wanted to know about the OCBA's historic gifts to groups such as the Boy Scouts and others throughout the year. Wayne said the board feels these groups should plan ahead and make their requests to the Occupancy Tax Board. OCBA is not a grant-making organization. He said the board will revisit the nonprofit donations policy.

Leslie Lanier noted that if the Contributorship disagrees, the information isn't out there. It's a little closed.

Tom Pahl said the civic side of the organization is important. The OCBA is getting public money; transparency is important. He said the island needs community meetings. Some suggested that, as county commissioner, he could hold town hall meetings.

It was suggested that the OCBA could set up a closed Facebook group of Contributors to discuss issues, but the group agreed that the island community needs a forum for debate.

Bill Rich said the OCBA will be getting part of the additional 2 percent Occupancy Tax collected starting Jan. 1. A Tourism Development Authority board has to be appointed and probably won't begin meeting until the fall.

**Program of work:** The OCBA will continue with the following:

- Complete work with Magellan and begin the advertising campaign (summer)

- Hiring staff

- July 3 & 4 events (Sundae Horn said posters should be out available this week)

- Fig Festival & End of Summer Celebration (Aug. 18 & 19)

- Blackbeard's Pirate Jamboree (Oct. 27-29) on track

- Lighted Boat Parade (Saturday of Thanksgiving weekend)

Martha Garrish said that if Teresa O'Neal is feeling OK at Thanksgiving, she will do this again since it was a hit last year.

**New business:** Connie Leinbach asked Carol Pahl what happened with the duck egg addling that was approved to occur over the winter. She replied that it was not done because the federal government hiring freeze prevented the use of federal wildlife officers that must oversee this work.

Rudy said all of the suggestions made in the meeting will be taken under advisement.

There being no further business, the meeting adjourned at 10:05 p.m.

Respectfully submitted,  
Connie Leinbach, secretary

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