



Ocracoke Civic & Business Assn., Inc. Board of Directors

Minutes: Monday, July 10, 2017. 8:30 a.m. OVFD meeting room (Approved Aug. 14, 2017)

Called to order at 8:35 a.m.

Board members attending: Rudy Austin, Wayne Clark, Justin LeBlanc, Melinda Sutton, Chip Stevens, Martha Garrish, Sharon Brodisch arrived at around 9:25 a.m. Connie Leinbach attended as volunteer secretary and Helena Stevens as travel & tourism director. Absent: John Giagu, Ashley Harrell.

Minutes: The minutes of the June 12 regular board meeting and the June 18 special BOD meeting were approved. Justin made a motion that the June 12 board minutes should go out to the Contributors with the caveat that they are only for the Contributors and are not to be published or further disseminated, seconded by Chip. Motion approved and carried. The minutes of the 14 meeting with contributors were not approved pending completion.

Meetings: The group agreed that going forth, business meetings will be from 8:30 to 10 a.m. and interested Contributors may attend at 10 to raise concerns. In the last year, with the advent of having the charge of handling island marketing, the organization has changed from its original incarnation as a civic organization. The group had previously agreed that the OCBA will do more communication the Contributors via MailChimp about its activities.

A special board-only meeting to be held at 6:30 p.m. Monday, Aug. 14, in the Ocracoke Coffee lounge to discuss who we are, what we want to do and which board members will do what. This meeting will have food and beverages and will be in addition to the regular monthly board meeting at 8:30 a.m. Monday, Aug. 14, in the OVFD meeting room.

Travel & Tourism director: Helena reported that the reskinned website will go live July 11. As part of Magellan/Element contract, we have \$29,000 to spend on advertising through October. An advertising plan to begin after that and continue through the winter is TBD depending on how much we get in Occupancy Tax funds for this. Chip volunteered to talk to Magellan about their creating an ala carte menu of advertising options from which we could choose depending on our budget. A question in the group's mind is making sure the OCBA receives the same as it has these last two years once the TDA is set up and the addition 2% occupancy tax has begun to be collected (starting Jan. 1). Also, will we be able to obtain enough money for advertising from this 2% pot and still get a grant from the 3% pot to cover promotional operating costs?

A motion was made by Justin to set up a Contributor Services committee to deal with the 2018 Walking Map and contributor levels, seconded by Chip. Motion approved and carried. Justin and Melinda and Rudy will be on this committee with Helena. John Giagu also was appointed to this committee.

Helena also reported that she, Kim Meacham and Connie worked on putting a vendor application for Blackbeard's Pirate Jamboree online, but the OCBA needs to set up a PayPal account for

vendor payments, which also may be able to be used for Contributor payments. Helena will check. The group agreed to set up a PayPal account.
Helena will seek an opinion from M/E about the cost effectiveness of our events.

Treasurer's report: Wayne reported there is \$74,884 in the checking account (\$28,000 of this is reserved for the Pirate Jamboree). The CD is \$34,163. We are obligated to pay Magellan/Element the final \$10K for their marketing research plus \$30K for the upcoming advertising campaign.

A **motion** was made by Justin to approve a revised 2017-2018 budget with several line-item transfers as were sent to all directors on 7/9/17, seconded by Chip. Motion approved and carried.

Little League sponsorship: A **motion** was made by Marth Garrish to pay \$400 for the OCBA's part in sponsoring the youth baseball team, who put OCBA's name on their team shirts, seconded by Rudy. Motion approved and carried. The group agreed that going forth, OCBA recognition as a sponsor should be the website. The board agreed to continue with existing policy (only consider small amounts that are time sensitive). It was also agreed that letters should be sent to all previous beneficiaries advising them of our policy and suggesting they seek funds from the Occupancy Tax Board.

Committees: The group agreed to form an Events Committee and publicize via MailChimp that we invite any Contributors interested to join this committee. However, no board member was assigned this duty. This may be decided at the special evening meeting Aug. 14. (See above). Contributors shall be encouraged and recruited for appointments on all committees. Wayne, Helena and Connie are on the Personnel Committee. (Connie is doing the secretarial and some admin work until a person can be hired, after which, she will coach this person as needed.)

Event coordinator: The group agreed that a signed contract from the event coordinator is necessary from a legal standpoint. Martha will convey that a contract needs to be signed by 5 p.m. Thursday. If not, and the event coordinator is to be terminated; Martha, Ashley, Connie and Wayne will help with this festival.

The group noted the importance of staying in touch with Bill Rich and Tom Pahl regarding upcoming appointments to Occupancy Tax Board and the TDA relative to funding needs for M/E advertising program as well as operations.

Meeting adjourned at 10:30 a.m.

Respectfully submitted,
Connie Leinbach, acting secretary