



Ocracoke Civic & Business Assn., Inc.

**Draft minutes: Monday, September 11, 2017. 8:30 a.m.
Gaffers Sports Pub**

Called to order 8:40 a.m.

Board members attending: Rudy Austin, Wayne Clark, Justin LeBlanc, Melinda Sutton, Martha Garrish, John Giagu (arr. 8:55 am) Sharon Brodisch (arr. 9:15 am) and Ashley Harrell. Connie Leinbach attended as volunteer secretary, Helena Stevens as travel & tourism director, and Kathryn Waldrop as administrative assistant. Absent: Chip Stevens

Minutes: The minutes of the August 14 board meeting were reviewed and approved.

Treasurer's report:

Checking Account \$48,663

CD \$34,000

Due from Occupancy Tax \$123,456 including \$23,456 Carry Over from 2016/17

Wayne has been working on the tax return-for 2017. It needs to be reviewed before being filed with the IRS as it includes a major adjustment of \$20,000. This is a paper adjustment to correct a prior year reporting issue. It will show up as an "adjustment" in the Advertising Expense Line Item. CPA indicates in his view it is not worth the expense to determine what caused it. In his view the several changes in the Treasurers Position caused for the issue. He suggests to give thought to stabilizing this function if possible?

A motion to approve this was made by Melinda and seconded by Ashley. Motion approved and carried.

A \$7,002 invoice from Element Advertising was presented by Helena for their PR work after the power outage. These funds were provided via an emergency action of the Occupancy Tax Board (\$7500). A **motion** was made to pay the invoice by Melinda and seconded by Ashley. Motion approved and carried.

Connie submitted a revised budget for Pirate Jamboree showing an income of \$18,000 and an expense of \$36,800. Connie also reported that 20,000 promotional inserts of the event will be placed in in the Carteret County News and the Coastland Times.

There was discussion of additional software to communicate to board members and contributors that does email, txt, or phone call. It was suggested that such may not be needed since GrowthZone has some of the elements. It was determined that any additional software decisions would be postponed until the full utility of GrowthZone was developed and understood.

OCBA received an invoice from Carol Pahl regarding duck control, however, Wayne said this bill had previously been paid. He will further research this.

Travel & Tourism Director: A presentation was made to show some of the packages and details of the GrowthZone software. Dues for the basic membership would be increased to \$150 per business and non-profit, \$25 civic members; non-profit will also get a free listing in the walking map while businesses will have to pay an additional \$125 (\$275 total).

Enhanced packages were also demonstrated. Each level offers additional features and advertising. The Contributor application will be online only, reducing paperwork. Helena and Kathryn will have training opportunities for businesses/contributors to show them how to insert their data one-on-one and in open meetings.

A special Contributor meeting to unveil the GrowthZone software will be held from 5:30 to 7:30 p.m. Monday, Sept. 25, in the Community Center.

The group noted that the OCBA in 2016 agreed that only Walking Maps will be put on the sound side ferries. OCBA does not have the resources to put all Ocracoke business rack cards on these ferries. This is up to each business to do.

Mission statement: With the approval of the new TDA, OCBA's mission and work may change. The group agreed that prior to working on a new OCBA Mission statement; Rudy, Martha and Wayne will meet with Tom Pahl to discuss how the new TDA will work.

Officers: A motion to elect Melinda Sutton secretary was made by Justin and seconded by Wayne. Motion approved and carried. Connie will help with the secretarial and admin work as long as needed before these duties can be taken over by Kathryn and Melinda. A motion to reappoint all other current officers to their current positions was also made and approved.

Civic affairs committee: The group acknowledged that the community needs the forum the OCBA provides for civic issues. Meetings would most likely be monthly (to be determined by the Committee itself), but at least two OCBA board members would always attend. Attendance by the Ocracoke township County Commissioner, a National Park Service representative, an NC Ferry division representative, and others officials would be encouraged as appropriate. All civic-only-contributors would automatically be placed on this committee. Any other contributors would be free to also join the committee and/or attend its meetings. The first such meeting would be in October, details TBD. A motion to elect Rudy chair of this committee was made by Justin and seconded by Ashley. Motion approved and carried.

The Board considered a request from the Ocracoke Road race for a \$4,000 sponsorship. The group agreed to find out more about why they are requesting double what the OCBA has sponsored in the past before acting on the request.

Other committees: Ashley and Connie agreed to be on an Events Committee. Martha, Melinda and John G. agreed to be on an Advertising committee.

Meeting adjourned at 10:34 a.m.