



Ocracoke Civic & Business Assn., Inc.

**Draft minutes: Monday, February 12, 2018. 8:30 a.m.
Gaffers Sports Pub**

Called to order 8:36 a.m.

Board members attending: Justin LeBlanc, Wayne Clark, Martha Garrish, Chip Stevens, Helena Stevens as Travel & Tourism Director, and Kathryn Waldrop as administrative assistant. Absent: Rudy Austin, Ashley Harrell, Sharon Brodisch

Treasurers report: Wayne reported that the Checking Balance is \$50,021.32. There is \$34,000 in CD. \$69,653 was approved as an Occupancy Tax Draw by Bob Chestnut on Jan. 15, 2018 for this quarter, the County Finance Office has not made payment. This is the expenditures made in this quarter, including advertising campaign.

Wayne reminded the Board that the \$34,000 CD is considered a “cash cushion” as to covering short falls and/or expense overruns. If the Directors felt that it was a “designated use item”, it should not be considered as a “cash cushion” or back stop.

Budget Update: Motion made by Wayne and seconded by Chip to delay the fund request from March 1 to April 1. **Motion** approved and carried. The OCBA budget committee (Wayne, Justin, and Martha) estimates they will need to ask for \$350,000. Personnel funding to cost between \$60-80,000. Director’s position to cost between \$40-60,000 and Admin. Asst. position to cost between \$18-27,000. These numbers were based off of similar positions within similar entities in North Carolina. The Event Committee has submitted their draft budget to Wayne.

TDA Relationship Update: TDA members Wayne and Martha to propose a working session with Chris Cavanaugh to determine their infrastructure. A line item budget veto may need to be negotiated prior to the budget presentation.

Job Fair: Kris Noble is working on a job fair to take place on Ocracoke to be geared towards mainland Hyde County persons as well as those outside of our region. There is a concern about housing for new workers. Wayne to speak to Tom Pahl about this.

OC Issues: Dr. Reid Corbett has been invited by the Ocracoke Waterways Commission to give a presentation on Sea Level rise in the OBX area on April 16 at 7pm. Dinner and housing for one night will need to be provided. Justin to coordinate, and ask for Dr. Reid’s input on the ferry routes.

Sanitary district has to build a new water tower. Justin proposes that the OCBA help make the new water tower an attraction with a mural. There is potential for a public arts grant on this. Justin to draft a letter to the Sanitary district from the OCBA proposing this.

Travel and Tourism Director: The 2018 walking map is going to the printer today. It will be shipped out from Coastal Impressions so it may be delivered to CVB's and visitors centers throughout the state. They will also be sent here for Helena and Kathryn to distribute to local businesses.

Growth Zone training will be held on Feb. 21st for all contributors. Village Thrift is the only one to not have paid. Annabelle's still has a balance of \$125 which will stay on the books until he is able to make final payment. Businesses that have dropped from OCBA contributorship include Ferris Oneal's businesses, Ocracoke Massage, Ocracoke Gas Station, and Eduardo's. As well as Albert Styron's Store and Corkey's which are closing.

Element Advertising current campaign is \$30,000. From Jan 25 – Feb 5 the element campaign has seen an increase of 50% in new users to visitocracokenc.com. There is also a significant increases of users in Raleigh, Washington, Charlotte, Norfolk, Atlanta, and Greenville. These increases range from 47-260%. Helena to get further descriptions/explanations as to how to read the report.

Old Business:

Road Race Committee Request: Via email there was a **motion** to give \$2,000 for the 5k 10k races for their runner giveaways. **Motion** made by Ashley and seconded by John. **Motion** approved and carried.

The board feels that the non profits should be requesting their funding from the Occ. Tax. OCBA to draft a letter to send to non profits boards so they know to refer to OCC Tax for next year's requests. Kathryn to create a list of all non profit groups on Ocracoke.

Storage Shed: The lease on the storage shed at the Oneal House (EMS Facility) is ending this summer. John looking into other storage options. There is a shed in the back of the Island Inn which he feels would be most appropriate. The Christmas decorations and brochures are currently stored at Helena's house and will be until decision is made on Island Inn storage. Tabled until next meeting.

Island Inn Purchase: There is a meeting of the condo association coming up. They are planning to purchase land underneath them and the swimming pool. The money from this would then be used for a down payment on the land purchase.

OWAA ATM: The board feels it will be a complication of room and space and will be held accountable in consumer's eyes if something is wrong with the ATM. Therefore, they have have declined the request to move it into the little visitor's center.

Local Advertising: **Motion** made to advertise a half page ad (\$880) in Milepost magazine for their summer issue. **Motion** Made by John and seconded by Justin. **Motion** approved and carried. Helena has been in contact with Milepost and will suggest they write an article on Ocracoke. Justin to reach out to Ann Warner to get a contributor on the Advertising committee and see if she would be interested in taking Melinda's place on board. Advertising committee needs a replacement for Melinda (currently just Martha and John).

Coyote Music Den Request: Coyote Music Den has asked to use the little visitor center as a space for their visitors to “mill about” before their shows. The board agreed as an opportunity to get more people into the visitor’s center.

Pirate Jamboree: Chip is working on a letter to the state representation inviting them to attend the Pirate Jamboree.

In this year’s budget BPJ is asking for \$60,000 and expecting an income of \$20,000 for a net of \$40,000.

Wayne inquired as to what the Accounts Receivable position is, Chip to speak to Connie about this.

New Business:

Secretary Position: Melinda Sutton resigned from the Board due to personal reasons. There is a need to fill her spot as secretary. Tabled to next meeting.

Bookkeeping Position: There is a need for a bookkeeper to handle accounts. The job would pay \$15-20 per hour. Possibly Barbara Jemison, Regina from NCAAT, and Sharon. As well as an accountant in Manteo. Board to create a defined job description so the position may be posted.

Bathrooms: There is a community perception that the CD in reserve (\$34,000) is allocated for new bathrooms. This money has not been used and has apparently been there for over 10 years. Justin to check with Bob Chestnut on who the keeper of the minutes in the county is as to if there was an appropriation made by the Occupancy Tax Board.

Ocracoke Childcare Building: The building is under a one-year lease for an amazon distribution center. There is a possibility of the OCBA using this facility as an office and visitor center.

Waterfowl Advertising: A request from the Ocracoke Island Decoy Carvers Guild for \$4,000 to spend on advertising for the Waterfowl Festival on April 21. **Motion** made by John and seconded by Martha. **Motion** approved and carried.

Events Committee: Owl Productions and Glow Light Party is currently planned to happen on July 4th. Owl Productions is adamant about forming a relationship with Ocracoke. There is a possibility of having weekly summer events geared towards kids (movie nights, foam parties, slime parties, etc.). This would be of no charge to us and we would split profits with Owl Productions from these events. Decision on this is tabled to next meeting.
Events Committee (Ashley, Helena, Wayne, Connie, and Kathryn)

Motion to adjourn made by Chip and seconded by Martha. **Motion** approved and carried.
Meeting adjourned 10:30 a.m.