



OTTDA Meeting Minutes

June 28, 2019

8:00 a.m.

Lightship Realty

Present: Daphne Bennink, Amy Howard, Martha Garrish, Tom Pahl, Greg Honeycutt, Lisa Landrum, Helena Stevens, Sundae Horn, Jenny Scarborough, Linda Scarborough

Start Time: 8:00am

Location: Ocracoke Community Center

Amy called the meeting to order at 8:00am

OTTDA has accrued \$364,000 in a year and a half. It has spent \$251,000 on OCBA. OTTDA budgeted \$100,00 for the 2017-2018 fiscal year but only spent \$68,000. This does not incorporate 2019-2020. Daphne suggested working with Jeff to create a spreadsheet for moving forward. It is difficult for TDA to interpret the spreadsheets the county provides.

The OTTDA Board has suggested hiring a part-time event/marketing coordinator to carry out the events and marketing of annual events. Currently, the workload is taking too much time and attention on top of daily responsibilities. It was suggested that a rate of \$17 an hour be budgeted for this role. The discussion is to hire someone and have them start in September. This position would cost roughly \$15,000 (with taxes). Daphne suggested hiring an employee using a 1099, or as needed basis. Daphne also inquired about having OTTDA employees being paid through the county. Chris Cavanaugh said it is possible. The thought would be to hire someone per event until someone can be hired permanently through the county. Helena suggested that the TDA Board think through and strategize staffing needs and how the island will move forward in future years. For example, will a communications coordinator be needed? The TDA Board agreed that the workload is more than what can be managed by one and a half employees. Also, there is a grey area between TDA and OCBA, and the relationship between the two needs to be analyzed. At the minimum, it would be a financial relationship. A quick fix needs to happen for the short term. The discussion surrounding hiring an event assistant would be eligible to any existing events. Compared to other TDA Board's, they spend about one third of their budget on staffing. The TDA Board discussed allocating \$10,000-\$15,000 from surplus. Another option would be to turn the part-time position of Phoebe into a full-time position.

Daphne made a motion that the OTTDA Board allocate up to \$15,000 for the Executive Director and OCBA to supplement the needs of the Executive Director/OCBA for additional help and event and marketing coordination effective July 1, 2019. The motion was seconded by Martha. All voted in favor and the motion carried. This is taken from the 2019-2020 budget.

Tom provided some feedback about the conversation. OCBA submitted a budget to TDA and now it's going through a revision. While considering a systemic reorganization of an event coordinator, Tom encouraged the Board to evaluate all positions and expectations. Reevaluate what is expected of the Executive Director and hire an event coordinator, communications director, etc. to allocate responsibilities for these areas. There needs to be a greater discussion about staffing.

Motion made to adjourn at 9:00am. Motion carried.

Greg made a motion to approve June 4, 2019 minutes. Daphne seconded. Motion carried.