



OTTDA Meeting Minutes
Budget Ordinance
June 4, 2019
11:30 a.m.
Ocracoke Community Center

Present: Helena Stevens, Jeffrey Dippold, Martha Garrish, Greg Honeycutt, Amy Howard, Daphne Bennink, Lisa Landrum, Phoebe Kot

Start Time: 11:30am

Location: Ocracoke Community Center

Amy called the meeting to order at 11:33am

1. Public Comment Section

Public Question: What is the mission statement of the OTTDA? There is public concern for how the Board is allocating funds and a mission statement would keep decisions in line. It is suggested that the Board refer to what the Occupancy Board is allocating funds towards and alleviate some of the burden by allocating funds for community groups through OTTDA. Act within the perimeters but narrow the focus to who you want to attract and fund opportunities to keep those visitors interested and coming back.

TDA Answer: Outside of state mandate, the TDA Board thought it would have more support from the county for the creation of the Board, including a purpose and operational protocols. There is a sense of new beginning but now the Board is in a place where it can step back and look at what it has done since commencement. The Board can evaluate and focus on improving for future decision-making. The Board would like to ask for a bit of patience from the community. There has been a bit of criticism, and the Board takes those critiques into account. There are challenges in this village, and the TDA is trying to take a step back to evaluate where it is going moving forward. The goal going into the Board was not to change things immediately. The Board is not going to reinvent the wheel but rather wants what is best for Ocracoke. Now the Board can take a look back and start making some changes, particularly for the budget for 2020-2021; the Board now has time under its belt. The Board is trying to find a middle ground based on all the comments and feedback shared by constituents.

Public Comment: The criticism of bringing more and more visitors and business to Ocracoke can actually be linked to Magellan and Element Advertising. Helena and Amy have been working on communicating the issues of marketing and advertising to Element, but they have been unresponsive. In the end, these critiques should not be put towards the TDA Board. Moving forward, Tom would like to see TDA focus on topics such as seafood, oysters, things that truly make Ocracoke unique. It promotes the island itself but also in a market that Ocracoke wants to be in. Tom would like to see marketing that focuses on “the best oysters in the world” or the “best seafood in the world.” He feels Element has not captured this concept effectively. Ocracoke is a different place.

Public Comment: The reinventing of the wheel happened when Magellan/Element came up with the new logo and marketing campaign. Several years ago, a group of professors and experts (Saltwater Connections and NC State) came here and developed a plan of what the village could look like with an effective marketing strategy. It would be wise to use what the nonprofits have already done and not reinvent the wheel. Or, at least incorporate those materials with the marketing strategy moving forward.

TDA Answer: TDA made the decision to work with OCBA to market the island. Funding was provided to OCBA, and they have contracted Element. This winter TDA will be analyzing the marketing efforts of Element to make a decision of moving forward with them.

Motion to close public comment. Motion made by Greg. Motion seconded by Daphne. Motion carried. Public comment period closed.

2. Amy emailed the May minutes to the Board with edits. The purple comments (for discussion) concern the lease of the Visitors Center, which has now been signed. Phoebe will add an amendment to the minutes saying that since then, the contract has been signed. Martha made motion to pass minutes. Lisa seconded. Motion carried.

3. Motion to approve budget. Martha made motion. Daphne seconded. Motion carried.

4. Discussion of TDA/OCBA job responsibilities: postponed to fall 2019. Another discussion to be included is the marketing efforts of Element.

5. Additional 2019 meeting dates:

a. Wednesday, September 11 at 3:00pm.

Motion made to close meeting. Greg made the motion. Lisa seconded. Motion carried.

Meeting adjourned at 12:10pm