



OTDA Meeting Minutes
May 6, 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

1. Ken DeBarth presented OPS' request for funding in support of the Island Inn project. Wednesday, May 8 is the one-year anniversary of OPS closing on the property. One reoccurring issue the nonprofit is encountering is volunteer time and vendors. As part of the construction project, Darren Burrus provided a quote for demolition and grinding of the concrete. He had to purchase a machine that is able to keep up with the amount of concrete at the site because there is more material than originally anticipated. Even with more material and the purchase of equipment, Darren has maintained his original quote. Ken has also received quotes from other vendors for the lifting of the Oddfellows building. Ed Norvell is on the committee that is looking for ways to financially support the completion of this project and is doing research for fundraising and grant applications. He found a grant that provides a lot of money and has a narrow focus. They do not fund projects but provide support through funding opportunities similar to revolving funds. The OPS Executive Board has committed \$76,000 to the raising of the building and is able to do so as soon as all vendors are lined up. They would then seek grants for reimbursement. The wording of the Beverage Will is flexible enough for OPS to use it for this project. Some of the project overseers believe OPS will be able to receive a mortgage to pay the balloon payment. Ken would like to see the raising of the Oddfellows Lodge during tourist season. All vendors who have provided OPS quotes for the raising of the building have provided costs that are slightly discounted, or better than their standard rates. To date, OPS has spent \$30,000 and a phenomenal amount of volunteer time. The Oddfellows Lodge will look like it did originally except for the balcony and front stairs. Windows will also be added that are appropriate to the time period it was built. OPS thumbed out a 5-year timeline for the completion and does have plans for it to be used as a Visitors Center. OPS' plan is for the space to be usable within five years.

The restrooms project is progressing. Seven contractors to date have picked up the packet for the project. May 24 is the application deadline. OPS is only soliciting applications from licensed general contractors. The Board will meet May 29 to select a contractor. At this time, it is believed that having restrooms open by the middle of July is unrealistic. Funding from the Occupancy Board for this project is at \$141,000. For the physical design, the original plan was to put the septic in the corner by Route 12 and Lighthouse Road. However, after conversing with professionals, it was suggested that the septic be put in the back (Oddfellows and the back of John Giagu's fence). The next step is to coordinate a meeting

with Galen and Hugh Watson to discuss the septic system. Where the original septic was to be placed, it was proposed to plant fig trees and create a green space. As far as fill, OPS is waiting to receive an estimate from Galen. The organization is moving as fast as possible on the project. The plans are on the OPS Facebook page and web site.

2. Review and vote on past minutes
 - a. Amy requested that in addition to where the minutes list who made the motion and who seconded, Phoebe also include that the motion carried.
 - b. Following the outline of 3B9, it was requested to rewrite the text so that it reads more than two thirds.
 - c. The motion to approve the March minutes subject to the changes above was made by Greg and seconded by Daphne. The motion carried.
3. Old Business
 - a. A vote was made to allocate \$17,640.50 to OPS, following Ken's presentation. Martha made the motion. Greg seconded the motion. The motion carried.
 - b. Amy received the audit contracts. The audit takes place once a year. Lisa is reviewing.
4. New Business
 - a. OCBA Executive Director's Report – see report attachment
 - i. VisitNC365 Conference. Helena attended an Executive Director forum led by Ted Abernathy. He led a discussion on ways to improve directors' relations with local boards and also how to establish successful boards and perimeters. The conference also held a presentation on where TDA's are headed the next 10-15 years and how boards need to position themselves in marketing their destinations. For example, Alexa will be planning people's vacations. Helena also participated in the PR round tables with various North Carolina media. Lack of onsite media/tv help is a deterrent to coming to film. This is pivotal for the media contacts that film shows. Regardless, the contacts do have interest in visiting the island and marketing Ocracoke for its unique attributes. In addition, the conference presented networking opportunities with the VisitNC staff. Greg asked if Helena has reviewed the Greenville TV market since this demographic can get to Ocracoke easily. Helena has not done research yet but will investigate. Once piece that Ocracoke is missing for advertising purposes is a video or commercial to air. Helena sees a value in attending the conference where representatives are surrounded by like-minded peers and learn of the direction the state is headed. Amy and Daphne supported this feeling and saw the value in marketing with North Carolina tourism. Greg suggested checking in with other island businesses to see if they are interested in attending as well and could go as a whole package.
 - ii. The lease is still on the table for the Visitors Center. Scott Bradley said repairs have been made. The building has not been raised but is stabilized. Helena has ordered a tv and chairs for the building. The visitors center needs to be dressed up some since it is the greeting building for visitors. The funds that have been spent have not been invoiced and are part of the \$2,000 budget. The lease for the building is for a year, and there is a three-month window to get out of the lease.

- iii. On the top of page 2, there has been discussion around the Element Advertising contract. There was discussion regarding adjusting Element contract components. The TDA Board would like to pull out some from Element and utilize smaller resources or some resources from VisitNC. It is a multi-year process of collecting video footage, content, and professional photographs for marketing purposes, which OCBA is working on. Moving forward, the budget should now state a more generic title: Agency Advertising or Media Advertising Programs.
- iv. The video/photography shoot with Chris Hannant starts May 25.
- b. 2018-2019 OCBA Budget Discussion and Decision
 - i. One line-item that was requested to be changed is the carryover of the Staffing Expenses 3% raise (staffing expenses). Two Board members voted that the TDA Board not fund the Executive Director raise. Any additional funds would need to be decided by OCBA. A couple other TDA board members agreed that a total is allocated to OCBA, and OCBA can decide how to allocate the funding, including a salary raise.
 - ii. Greg asked if OCBA or Element Advertising is promoting all island events and not just those hosted by OCBA, and the answer is yes.
 - iii. For the walking map, it was suggested that since it is publicly funded through TDA that all island businesses have the opportunity to be listed free of charge. Individuals could pay to have additional businesses listed or for additional characters on the map. With that being said, OCBA depends on that funding. Moving forward, for the 2019-2020 fiscal year, the walking map will not be funded by TDA and will be funded by OCBA.
 - iv. A motion was made to accept the budget subject to the line-item changes of reallocating salary increases to another category and changing the name Element Advertising to Media Advertising. The motion was made by Daphne and seconded by Greg. The motion carried.
 - v. It was discussed among the TDA Board to schedule a meeting in the fall between TDA and OCBA to determine job expectations and parameters for the Executive Director position as well as adequate salary.
- c. 2019-2020 Contract Agreement Between OTTDA and OCBA
 - i. The TDA Board agreed on the 2019-2020 contract subject to the changes in red. The budget ordinance needs to be posted and displayed to the public with a public hearing following posting within five days. This motion was made by Greg and seconded by Martha. The motion passed.
- d. St. Patrick's Day/Old Quawk's Day
 - i. There is possibly a \$35,000 surplus of TDA funds which could help support island events including a St. Patrick's Day/Old Quawk's Day celebration for 2020. Philip Howard, Greg, and Helena met in March and discussed the legend of Old Quawk and how it could benefit the St. Patrick's Day celebration. This would include a weekend event with a parade and incorporate food, artwork, and "gifts" from the local businesses and school children. Garrick and Sean Death are both in favor of this event. A board member suggested focusing more on Old Quawk's Day and less on St. Patrick's Day. There are plenty of surrounding areas that do St. Patrick's Day

really well (Charleston, Savannah, Nags Head) and another factor to keep in mind is the number of businesses that are open that time of year. Moving forward, a committee needs to be formed to discuss this weekend event.

- e. Greg suggested that TDA provide funding to Ocracoke School.
- f. Social media island coverage
 - i. Businesses need to incorporate #visitocracoke and #visitnc to social media posts. The goal is to try and promote the island in a positive manner. Even though freedom of speech allows people to write and speak as they please, people publicly bashing island businesses is not looked upon highly and impacts Ocracoke as a whole. It is agreed to not support these posts by leaving them as they are rather than contributing to them.
 - ii. Schedule 2019 meetings:
 - 1. "Public Hearing" end of May or beginning of June (tentatively June 4)
 - 2. September will be the next meeting so that the numbers will be in for the fiscal year.
 - iii. Tom Pahl says appointments are 2-years for Amy and Daphne and three years for Lisa, Martha, and Greg.

Meeting Adjourned: 1:30pm Martha made a motion. Lisa seconded. Motion passed.