



**Ocracoke Civic & Business Association, Inc.**  
P.O. Box 456, Ocracoke, NC 27960

**MINUTES**  
**OCBA BOARD OF DIRECTORS MEETING**  
Visitors Center

**8:30am, Aug 12, 2019**

In attendance: Jenny Scarborough, Sharon Brodisch, Margaret Trainer, Bob Chestnut, John Giagu. Rudy Austin arrived at 8:45 am.

Absent: Martha Garrish, Justin LeBlanc, Chad Macek

Helena Stevens, Executive Director  
Jeffrey Dippold, Bookkeeper

1. Additions/Deletions to Agenda - none
2. Old Business
  - a. Approval of July 2019 minutes. Helena has provided a copy via email to board members. Jenny suggested some edits to event information where the year was unclear. This will be updated and revised minutes will be distributed to all.
  - b. Future relationship and job responsibilities between OCBA and TDA.
    - i. Meeting discussion from 07/25/19. Prior to this meeting concerning additional staffing needs, the TDA Board voted to allocate \$15,000 to hire an additional person or person(s) to assist Helena with carrying out the upcoming fiscal year events. The discussion at the July 25 meeting went back and forth between hiring as originally stated, 2 part-time positions, or hiring one full-time employee to fulfill both jobs. The conclusion at this meeting was to leave it as 2 part-time positions, that of event coordinator, and administrative assistant for the present time; to be revisited at a later time.
  - c. Administrative Assistant/Event Coordinator job Applications  
Helena reported that there have been 3 applicants for the Administrative Assistant and 3 applicants for the Event Coordinator position. In the interim, Sharon Brodisch will assist Helena with the event coordination for the 2019 Fall Island-Wide Yard sale and the 2019 Blackbeard's Pirate



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Jamboree. The application deadline is Aug 15. Helena is in the process of setting up interviews for the advertised positions, and will send information to the hiring committee

### d. Storage Space

OCBA is in need of storage space for the boxes of walking maps; as well as the signage, future asset brochures, event materials, and the July 4/Blackbeard's Pirate Jamboree event merchandise. We also have the Christmas Decorations in storage, and per our budget we will be purchasing some new Christmas decorations . Helena will follow up on some potential rental spaces. When Rudy arrived, he informed us that our Christmas decorations are being housed at the Island Inn. In the future there may be more opportunities for storage, Helena will follow up with Ken DeBarth to discuss.

## 3. New Business

### a. Events Committee Update

#### i. Island-Wide Yard Sale: 09/21/19

Currently there are 6 applicants. Typically participants sign up closer to the event date. Island businesses are being encouraged to get involved. The map will be clearer/more detailed this year per feedback from attendees. The deadline for applying/having a spot on the map is one week prior to the event.

#### ii. Pirate Jamboree 10/25-10/27/19

Brigand's Bazaar, to be held at the Wahab lawn, and the Food Court, to be held at Community Square will both be 2 day/Friday 10/25 and Saturday 10/26. Cost per applicant is \$125. There are currently 16 vendor applications received for the Brigand's Bazaar. In 2018 we had 27 vendors, which was tight. We are going to hold the maximum to 21-22 for 2019. The schedule of events will be similar to year's past, with the addition of some new acts.

### b. Civic meeting: 9/11/19 at 6:30 pm, at the Ocracoke Community Center

Note that the meeting time has changed from 6:00 pm to 6:30 pm due to a schedule conflict at the Community Center.



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All OCBA board of directors are highly encouraged to attend. We will invite the usual speakers: Kris Noble, Tom Paul, NPS, Ferry Division. An invite will go to TDA, OFVD, Sheriff's office, Scott Bradley for Community Square update Discussion on asking WOVV if they could tape the meeting, so that those who could not attend could listen at a later date.

#### 4. Executive Directors Report.

Helena will send full report separately. Everyone has been sent the draft of the Ocracoke Island Video. Upon review, it was felt that the businesses who sponsored were not evenly represented in the video. Instead of bringing Chris back, Helena hired Eakin Howard to take video/photos for these businesses.

This info has been sent to the videographer, Chris Hannant, to be incorporated in the video. In addition to this video, he will make some more specific (shopping, history, etc) 30 second videos (set to music) that will be used on social media to advertise the island. He will make 52 at a cost of \$30 each.

We are working with Element Advertising to improve the integration of GrowthZone with our visitocracokenc.com site. Additional programming is needed to make the website searchable outside of the databases, and to make the sliders video ready. Helena is getting a quote from the hosting provider to get this done.

Helena is registered to go to the Visit NC Media Mission on Sept 9. It is a Passport to Writers for destinations in the NC area, and she will pitch to writers for articles about Ocracoke for 2020. The cost is \$300.

The OCBA dues/walking map cost will be the same for 2020, \$150 membership, \$125 to have a basic listing on the map.

Bob Chestnut suggested some more signage at tram stops, maybe just a partial map showing which businesses are close to that specific stop.

There was also discussion for a need for shelter/shade at some of the stops.

There are 10 boxes of the current year walking maps left. There have been more distributed this year, in part due to the passenger ferry; and the fact that we have not had a weather or other emergency incident.

Treasurer's Report: There is currently \$61,600 in the bank account for OCBA. The \$34,000 CD is still available. Our net loss for July is currently - \$1,500, but we are waiting for reimbursement for our portion of the



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proceeds from the Glow Party, about \$1800-\$1900. Jeff has been trying to reach Corinne Gibbs from Hyde County to get the full financial statements for fiscal year 2018/19, but has not gotten a response.

This morning we received from Element Advertising a breakdown of the monthly costs. Jeff will distribute to all.

**4. Old Business**

At this time, there is still availability for rooms/houses during Blackbeard's Pirate Jamboree. The plan is to advertise on social media and via online postings, as well as educate our local front line (hotel owners/staff, realty companies;) so they are familiar with the event and can inform their guests of it happening. Helena is getting pricing on radio advertising.

OPS has notified us that the Fig Festival will be moving to the 2nd weekend of August 2020, as opposed to the current 3rd weekend. The OCBA Board discussed dates and times of the Ocracoke Fig Festival. Ken DeBarth has invited anyone to attend the next OPS meeting if they want to give any input on the date change.

Meeting adjourned at 9:35 am.