



TDA
Meeting Minutes
October 28, 2019 9:00am

Location: Lightship Realty, 49 Lighthouse Road, Ocracoke, NC 27960

Attendees (Board): Amy Howard, Daphne Bennink, Martha Garrish, Greg Honeycutt, Lisa Landrum

Attendees (Non-Board): Helena Stevens, Jeff Dippold, Connie Leinbach, Bob Chestnut, Tom Pahl, John Giagu, Jenny Scarborough. Sundae Horn arrived at 9:20 am

Handouts: Agenda
Letter from Ann Ehringhaus dated October 28, 2019

Daphne Bennink called the meeting to order at 9:00am, October 28, 2019.

Motion to approve July 25, 2019 minutes. All in favor, no one opposes, minutes passed.

Discuss current situation post Dorian and how to manage the crisis financially including what our revenue is vs. what we had projected for.

Unable to get answers/current numbers from Hyde County, specifically Corrinne Gibbs.
Do not have most recent Occupancy Tax numbers (last was from May).
Ledger dated 08/26/2019 was last correspondence from Hyde County.
Tom Pahl was made aware of the lack of information at 8:00 pm on October 27, 2019, therefore he was unable to contact Corrinne Gibbs.

Present OCBA budget presented by Helena Stevens and Jeff Dippold. County has been withholding money/budget item from OCBA (bathrooms) total budget \$294,000 receiving \$24,500/month. County withholding \$35,000 for public bathrooms, therefore receiving \$21,000/month. Check was not received in September.

Element advertising on hold/paused in September, 2019. (June 30, 2020 contract end date.) Discussion about Element needs to listen to this message and following what Ocracoke is saying (T. Pahl). Important to get correct information to the public, via press release. Amy Howard proposes forming a sub-committee (Advertising/Messaging Subcommittee). Members for this subcommittee will be Amy Howard, Jenny Scarborough, John Giagu, Helena Stevens, Bob Chestnut. Meeting set for Thursday, November 7, 2019 9:00 am, Lightship Realty. What is our message leading up to our spring season, how will the message change? Message need to be consistent. Visit NC Conference March 22, 2020.

Tom Pahl regarding island reopening: Commissioners have set benchmarks to be used as a guide for the decision to re-open the island. 1-debris removal; 2-north end roadwork. Tom will speak with Dave Hallac, NCDOT, Ferry Division, NPS via telephone conference today at 3:00 pm regarding DOT. Next Commissioners meeting is November 4, 2019. Agreement with State Emergency Management, trailers (30-40) will be purchased from the state, then would be delivered to the long-term recovery group. This should assist with housing for volunteers/residents which would assist to free up other rental properties for when the island can accept visitors again. Housing inspections are another issue, “safe, sanitary & secure”, assisting people to access funding. Dial 2-1-1 is a non-profit for renters (non-property owners). This information will be made aware to the public (i.e. fire department, joint resource center).

Martha Garrish states that “OIR reports reservations for 2020 are in place as in previous years”.

Helena Stevens suggests TDA Board reach out to other TDA’s /Visitor Bureaus that have incurred major disasters such as Currituck, Key West, and Louisiana, to talk about their experiences to have different ideas as to what worked for them and what did not work.

Begin a discussion of the future of OCBA/TDA relationship

Been in existence for 2 years. How to connect/disconnect from OCBA. Discussion about Marketing Manager for TDA would free up OCBA to handle civic affairs, events, walking map. Three paid positions all filled, Dana replaced Phoebe, Sara Teaster hired for Events Coordinator. Current staffing will now assist Helena Stevens with all going on. TDA board will need to obtain financials before any decisions are made.

Facilitator: Chris Cavanaugh is potentially available to facilitate conversations/meetings. Helena Stevens to contact him regarding December 5, 2019 meeting to address funding issues, reallocation, etc. Confirmation/clarification that Chris Cavanaugh works with Magellan Strategy, he is not affiliated with Element Advertising. Professional fees have been budgeted which can be used for payment to Chris Cavanaugh, if needed.

Set meeting dates for the coming year.

January 6, 2020 9:00 am @ Community Center/larger space (with Chris Cavanaugh)
February 11, 2020 9:00 am @ Lightship Realty
March 10, 2020 9:00 am @ Lightship Realty

New business

Tom Pahl agrees to get numbers by the end of the week to TDA Board Members.

Next meeting December 5, 2019, 9:00 am @ Ocracoke Community Center (Pending availability of Chris Cavanaugh).



Information shared with TDA Board: NC Conservation Fund/Blueprint NC – Group to come to the island for conversation to assist residents by listening and have conversations with the community at the Community Center during lunch. Will also meet with school kids.

Visitor Center update: possible location Coyote Den. Teach's Hole another possible location.

Public restrooms update: possibly 2021

Suggest TDA attend November 13, 2019 or December 4, 2019 Civic Affairs Meeting to present on the legislation of the board.

Letter from Ann Ehringhaus dated October 28, 2019 – per TDA, this will need to go to OCBA Board.

Adjourn

Meeting adjourned 11:00 am

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