



TDA - Board Meeting Minutes

March 10, 2020, 9:00 am
Ocracoke Community Center

- Location:** Ocracoke Community Center,
999 Irvin Garrish Hwy, Ocracoke, NC 27960
- Attendees (Board):** Amy Howard, Martha Garrish, Lisa Landrum,
Greg Honeycutt (via phone)
- Attendees (Non-Board):** Helena Stevens, Dana Long, Bob Chestnut (OT Board Member)
- Handouts:** Agenda
2020/2021 Occupancy Tax Funding Requests (Bob Chestnut)

Call to Order

Amy Howard called the meeting to order at 9:00 am, March 10, 2020. Greg Honeycutt contacted by Amy Howard via cell phone.

Discuss and vit on February 11th Meeting Minutes

Approval of February 11, 2020 Meeting Minutes

Martha Garrish motioned to approve February 11, 2020 minutes. Lisa Landrum seconded the motion. All in favor, no one opposes, minutes passed.

Discuss budget, Admin. salary recommendation

Greg and Amy have prepared draft budgets, Martha states she would like to see money set aside for transition. OCBA has \$105,000 in checking and \$34,000 CD; this money is for salaries, bathrooms, advertising, etc. Greg proposed a reserve of \$25,600 of the \$300,000 budget; Amy proposed a reserve of \$4,000. Greg based his budget on roughly \$1,000/month for Visitor's Center, Office space \$8,400 (\$700/month), Island Inn note \$19,000. Based on \$300,000 budget: Executive Director \$50,000, no assistant needed. Amy states a contracted service could be more flexible. Greg discusses out-sourcing Advertising (Element or another agency) \$50,000, another \$50,000 for TV and magazine type marketing, \$20,000 sponsored social media ads, \$20,000 new events, \$20,000 visitor enhancement projects, Medical benefits \$7,000. Greg suggests a budget workshop.

Amy: advertising campaign funding \$100,000, public relations (potentially hire someone for public relations)/admin/legal/bookkeeping \$40,000, \$50,000 salary, \$5,000 taxes, IT/Internet \$15,000,

phone/internet \$5,000, Visitor's Center \$12,000, office space storage \$10,000, \$4,000 conferences. Ocracoke Events \$20,000, \$20,000 visitor enhancement. This totals \$300,000.

Budget Committee; Committee members Martha, Amy, Helena
Advertising Committee; Committee members Lisa, Amy, Helena

Greg requests the cost/pricing of an Advertising Package; promote events in Eastern NC markets. Waterfowl Festival, Race, Ocracoke festival and Fireman's Ball over a 6 week period for promotion. Our State Magazine is potentially willing to help with ads, last year a large ad was \$4,000-\$5,000 with Our State.

Consider requests to 3% board for advertising.

Bob Chestnut states that the 3% Board has more money available than what has been requested. Bob reads through the 2020/2021 Occupancy Tax Funding Requests. \$100,000 allocated for walking trail, \$150,000 allocated for Restroom Project – These two (2) items are to be deducted from the \$601,755 total, which leaves the grand total of approximately \$450,000. Bob states that advertising requests appear to be very low, he suggests more money be spent on advertising. Moving forward regarding transparency of funds from the 3% board, Bob expresses that the current County Commissioner and possibly the next County Commissioner will be more diligent making the 3% Board funds more transparent.

Amy and Martha both state that the TDA is unable to vote on the budget at this time due to the need for a hearing, public input, etc. Amy asks the following questions; If the Budget Committee proposes a budget, does there need to be a meeting to vote on it, hang the proposed budget then wait 10 days to have a public hearing and then vote on it? Greg states this is how it is normally done. Amy then asks the following questions: Can it be e-mailed, approve, hang it and then have a meeting in 10 days? Martha and Greg both agree this is how it was done in the past. Amy and Martha agree that the budget could possibly be done by the end of March. \$8150 will be funded by the TDA to the 3% Board. Direct requests from OCBA to TDA does not affect the 3% Board request. Direct request from OCBA to TDA is \$21,020 (\$4,000 Pirate Jamboree advertising; \$500 Other Events; \$15,320 Visitor's Center (former Coyote Den Building, Rent, Utilities, Insurance and office furniture). Brochure racks (racks on ferry vessels and enclosed racks at passenger ferry building (this is included in the \$21,020).

Helena adds information regarding Element Advertising. She states that there is typically a ramp up period of 6-8 months regarding rebranding, photographs, etc. and associated costs should the TDA decide to use another advertising agency.

Office Space (Rental?)

Martha states that she has had discussions with Mickey and George (Teach's Hole) regarding possible office space and Visitor's Center. The apartment (located upstairs) has a small kitchen, bathroom and living space (bedroom furniture will be removed and replaced with office furniture. The cost to rent this space would be \$700.00 (includes utilities). OCBA could possibly rent the downstairs for Visitor's Center.

RFPs for advertising agencies and which advertising agencies we want to approach

Decide how to address public restrooms for the summer

Address TDA PO Box, EIN, Bank Acct, etc.

Per Helena, Jeff Dippold has not heard back from Corrine Gibbs regarding the application for the EIN number.

Regarding PO Box, need to go to post office to fill out proper forms.

EIN – Per Helena, requirements online include the following: enter your social security numbers, and apply for the EIN. No attorney is needed. Helena offered to assist with this process.

Bank Account

EIN number is needed to set up bank account.

Public Input

Transition plan for advertising agency/staff

Briefly touched base on this topic, further discussion on this topic with the budget.

Per Helena, discussion regarding Memorandum of Understanding between TDA/OCBA. Unsure if this needs to be done by an attorney (when the actual change will happen, guidelines as to how long TDA would have OCBA business as a drop down on the website, etc). Greg confirmed that the attorney, Jay Wheless, has not done this but will. Greg will contact Attorney Wheless and work with Helena regarding the Memorandum of Understanding.



New Business

E-mail addresses for TDA Board, all received the new e-mail addresses (including revised e-mail address). Amy confirmed all correspondence via e-mail will be done through the new e-mail addresses.

ahoward@visitocracokenc.com

dbennink@visitocracokenc.com

mgarrish@visitocracokenc.com

ghoneycutt@visitocracokenc.com

llandrum@visitocracokenc.com

Set meeting dates for the coming year.

April 20, 2020, 11:00 am – 1:00 pm, Ocracoke Community Center (Dana will send e-mail to request reservation of Community Center).

Due to public /community interested, Helena suggests on the next meeting Agenda, that there be discussion about a unified public statement. TDA may be ready for a statement at the Civic Meeting in April.

Budget Committee Meeting – April 11, 2020 9:00 am, OIR Martha Garrish's Office

Advertising Committee Meeting – April 12, 2020, 5:00 pm, 311 Middle Road, Ocracoke, NC 27960

Adjourn

Lisa Landrum motioned to adjourn; Martha Garrish seconds motion.

Meeting adjourned 12:37 pm

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