



**Ocracoke Tourism Development Authority (OTTDA)
Board Meeting Minutes**

April 20, 2020, 9:00 am

Via: Zoom

Location: Via Zoom (Meeting ID: 733 302 482, Password: 027243)

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

Attendees (Non-Board): Helena Stevens (Executive Director), Dana Long (Admin. Assistant), Jeff Dippold (Bookkeeper), Kris Noble (Hyde County Manager), Sundae Horn (Ocracoke Current), Bob Chestnut (3% Board), Corrinne Gibbs (Hyde County Finance Officer)

Handouts:

- Agenda dated April 20 ,2020
- OTTDA Attendance Sheet
- Audio Recording of Meeting
- April 2020 ED Report
- OCBA Brochure
- OTTDA Balance Sheet as of March 31, 2020
- OTTDA Income Statement for July 1, 2020 - March 31, 2020
- OTTDA Net Cash Projection for June 30, 2020 as of March 31, 2020
- OCBA Income Statement for July 1, 2020 through March 31, 2020 versus Budget; with a projection of the FY 2019/2020 OTTDA Funding that will be unspent as of June 30, 2020 (the amount that can be returned to the OTTDA)
- Hyde County 2% Tax Collections History with a projection for the remaining months of April - June 2020
- Schedule of Hyde County Occupancy Tax Collections for July 1, 2017 - March 31, 2020 (includes both the 3% and 2% tax collection activity)

Call to Order

Amy Howard called the meeting to order at 11:04 am, April 20, 2020.

Discuss and vote on March 10, 2020 Meeting Minutes

Approval of March 10, 2020 Meeting Minutes

Daphne motions to accept minutes as written, Greg seconds motion. All in favor. Motion passed.

-Status OTTDA/OCBA Separation

- Getting an EIN Number and PO Box Number for OTTDA is in progress.
- OCBA/TDA split is proceeding.
- Legal: Jay Wheelless; Greg waiting to make sure TDA was moving forward with split.
- Bank Account: Helena will set up once EIN is obtained. Signers on the account will be Chair, Vice-Chair, and bookkeeper.
- Challenges with contacting Corrinne Gibbs were discussed; Greg suggests that Hyde County place a direct deposit into TDA Account (2% Collections amount minus 3% administrative fee). Kris Noble will contact Corrinne Gibbs to ask her and respond back via e-mail.
- EIN, bank account number and PO Box will be sent to Kris Noble and Corrinne Gibbs to set up direct deposit.

-Budget Discussion

- Previous budget discussions took place (Amy, Martha, Helena), but now budget revisions are necessary due to COVID-19.
- The board needs a temporary, conservative budget due to uncertainty due to COVID-19 and a potential re-occurrence needs to be considered.
- June occupancy tax numbers will be put in FY20/21 budget cycle.
- Budget items will include: Executive Director, Visitor's Center, OPS Island Inn Project, bookkeeping, audits/legal, misc. Available funds beyond \$100,000 will be put towards marketing.
- \$47,000 budget remains in the Element Advertising contract. Helena will discuss moving of funds to next fiscal year with EA. Helena to forward Element Contract.
- TDA is not paying for Events Coordinator. \$15,000 was budgeted at some point in time, per Jeff.
- Discussion took place regarding Sara Teaster is an OCBA employee, not a TDA employee.
- Daphne asked Helena for guidance; hourly wages can be eliminated. Per Helena, job is social media management, managing Element Advertising relationship, leveraging VisitNC marketing opportunities, networking with local DMO's. Communicating info to local businesses, visitor inquiries. Important to have admin for minutes and communication.
- Health Benefits for ED are a priority and cannot be cut. Possible workload to be cut.
- Will position be posted? Need to have intentions and goals known from TDA and OCBA. Per Greg, intention of TDA would have Executive Director transition over from the OCBA. Per Amy, need proposition.
- Martha reminds directors that at the last meeting, Bob said that TDA could ask the 3% board for advertising money. Possibly 3% could help with Element Advertising costs. Bob states that he is unsure about funding, but OT Board will be accepting re-submittals in May.
- Board agreed that Teach's Hole is preference for office space/visitor center/storage space. Cost is \$700/month including utilities.

- Time for meeting minute taking was discussed: it takes approximately 1 hour for a 2-hour meeting. Dana averages 20 hours/month for TDA/OCBA/Events Committee meetings combined and 5-10 hours per week for TDA. Helena recommends minute taking for budget meetings. Dana suggests to the board to involve island youth in admin duties.
- A budget was preliminarily reviewed and a more detail finalization of the budget will occur at the next meeting.
- Asset Brochure – Discussion took place regarding online option and reduced print quantity. Helena to get cost projection.
- Advertising Grants: Bob Chestnut needs to know if he needs to put it back in the request (approx. \$8,150)
- Element Advertising – Motion made to pause Element Advertising for remainder of this year and carry balance of budget to next year (\$47,000). Motion made by Greg, second by Lisa, all in favor. Motion carries. Helena to talk with EA to make this change.
- OBX This Week: Email blasts and 2 stories for summer and fall issues are paid for. Michael McOwen will work with us and has intentions of moving forward with a fall issue.
- Potentially no money for Spring advertising in the budget.

Jeff Dippold reported:

- As of March 31, 2020, the OTTDA has \$76,955 of bank cash.
- For July 2019 - March 2020, the OTTDA received \$250,281 of 2% OT collections
- Projected additional 2% OT from April - June 2020 is \$5,000 (due to the uncertainty of when Ocracoke will reopen and the speed at which overnight stays will increase)
- Forecasted FY19/20 2% OT revenue is \$255,281. This amount is \$90,576 less than FY18/19 revenue.
- It is projected that as of June 30, 2020, OCBA will return \$33,500 to the OTTDA, due to unutilized funding. The primary drivers for this are curtailed events and conferences, elimination of the visitor center and below budget staffing costs.
- As of June 30, 2020, the OTTDA is projected to have \$33,796 of net bank cash, factoring in the return of funds from the OCBA. This is a \$3,108 difference from the \$36,904 balance as of June 30, 2019 and reflects the significant impacts Hurricane Dorian and COVID-19 have had on OT collections and not being able to fully offset the decrease with other expense reductions.



-Public Input

-New business

-Schedule next meeting

- Will be discussed later.

Adjourn

- Motion to adjourn by Amy, second by Martha.

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