



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

MINUTES
OCBA BOARD OF DIRECTORS MEETING
Visitors Center

5:00 p.m., Monday, April 8, 2019

Board Members Present: Justin LeBlanc, Chad Macek, Bob Chestnut, Rudy Austin, John Giagu

Board Members Absent: Chip Stevens, Sharon Brodisch, Martha Garrish

Others Present: Executive Director, Helena Stevens
Bookkeeper, Jeffrey Dippold
Phoebe Kot, Admin. Assistant

1. Additions/Deletions to the Agenda:
 - a. Recommendation of potential person to be counsel to OCBA BOD
2. Old Business
 - a. March 2019 meeting minutes – Motion made by Justin. Seconded by Chad
 - b. Public Restrooms
 - i. Next meeting – Tuesday, April 9 at 5:00pm at the Visitor Center
 - ii. OCBA BOD is working with the county to create a contract for Ocracoke. Rosemary Johnson has been working on Ocracoke’s public restrooms cleaning contract by inserting language provided by OCBA, which is similar to the contract shared by Currituck County. An addition to the contract needs to be made so that hired contractor needs to pick up any flyers left in the restrooms following an event/festival.
 - iii. There is an example of the public restrooms drawings at the Post Office and Variety Store
 - iv. There needs to be further discussion about the building design and materials (particularly flooring and ventilation) with Tom and OPS.
 - v. Original contract proposal date is April 15, 2019 (to go out for bids)
 - vi. A process needs to be established to hire a contract administrator. A job description needs to be created. The hired Contract Administrator will send official paperwork to the county in order for the contractor to be paid.
 - c. OCBA Board of Directors
 - i. Helena has spoken to Margaret Trainer and she said she would be interested. Justin has come up with a list. Moving forward, it was requested to move future BOD meetings to the morning around 8:00am. The goal for other directors is to keep pursuing additional directors.



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- d. OCBA
OT Appointment – Bob is asking Ann Warner.
- 3. New Business
 - a. OTTA Grant Request
 - i. Realigning the budget based on last OTTDA meeting
 - ii. Next meeting is Monday, May 6 at 11:30am at the Ocracoke Community Center
 - iii. A recent question that was discussed is “Should all island businesses be listed in the walking if the funding is being provided by public money, or OTTDA?”. Helena spoke with Chris Cavanaugh, and the answer is yes. With that being said, however, if the purpose of the walking map is for businesses themselves to decide whether or not they want to advertise themselves, then the project should not be funded by OTTDA but rather OCBA by collecting payment in the form of a membership of the individual businesses. For the future, it was suggested that OCBA request funding from OTTDA to pay for the asset brochure, and individual businesses pay to be in the walking map, which OCBA would coordinate. The cost of the walking maps would go down because they would be distributed only on the island and the ferries whereas the cost of the asset brochure would go up because that would be distributed to visitors’ centers and other counties. Moving forward, either OTTDA needs to continue to cover the expense and all businesses are listed or OCBA handles the walking maps and does not fund it through OTTDA. The other advertising possibility discussed is that every Ocracoke business registered with the state and has an identification number is subject to a free free listing but is eligible to pay for an upgraded, or enhanced listing.
 - iv. The discussion was also brought up about creating a mobile app. Perhaps there is a combination of walking maps and creation of the app.
 - v. The question to ask Chris Cavanaugh is it possible for everyone to be eligible for a free listing and then pay for an enhanced listing
 - b. Occupancy Tax Board Appropriations Meeting – April 11, 2019 at 7:00pm at the Ocracoke Community Center
- 4. Treasurer’s Report – see Jeff’s email
 - a. End of March, there was just over \$7,000 in the account. It is expected to be increased by \$56K in mid-April with the influx of OTB granted funds being received from Hyde County. OCBA continues to receive the \$20,916 of funding from the TDA each month and has already received the April check.
 - b. Expense reclassifications
 - i. British Cemetery Ceremony – move money from spring/fall event



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- ii. Tourism promotion and marketing – Our State Magazine. Shift from local advertising of \$3,500 to this advertisement.
 - iii. Motion to approve budget reclassification – Justin made a motion. John seconded.
5. Executive Director’s Report
- a. Island-Wide Yard Sale – April 13 with 31 signed up
 - b. Martin Brossman – great turn out. Possibility for additional presentations. Martin had suggested putting together a technology group to bounce off ideas and photos with one another. Next step is to contact contributors and put together a round table.
 - c. Ocracoke is in the June 2019 issue of *Our State* magazine.
 - d. The editorial in *Outer Banks This Week* is out on newsstands.
 - e. Phillip Howard and Greg Honeycutt would like OCBA involved in the next St. Patrick’s Day for 2020.
 - f. Jason Daniels is putting sign out by ditch “Welcome to Ocracoke”
 - g. VisitNC365 take aways – WUNC TV, WRAL Weekender show,
6. Visitor Center
- a. Greg Honeycutt requested OCBA to put together wish list of needs to fix Visitor Center (wifi, auto lock, locked cabinet, updated map, paint, etc). Expenses were about \$3,500. Mike is going to start painting.