



OCBA BOARD OF DIRECTORS MEETING

Monday, August 20, 2018. 8:30 a.m.

Berkley Manor

In Attendance: Rudy Austin, Justin LeBlanc, John Giagu, Chip Stevens, Wayne Clark, and Phoebe Kot

Helena Stevens, Tourism Director

Kathryn Waldrop, Administrative Assistant

Bookkeeper, Jeffrey Dippold

Absent: Sharon Brodisch, Martha Garrish, Ashley Harrell

May 7 BOD Minutes and July 11 BOD Minutes:

Kathryn to send out minutes to board again so they may review both July and May minutes. A vote will be done in the following week so that minutes may be sent to contributors.

Blackbeard Prate Festival Merchandise:

A motion was made by Chip for a check of \$2,500 for merchandise so that t-shirts and souvenir mugs may be ordered and sold in advance. The board agreed unanimously. Motion approved and carried.

Budget 2018/19:

Jeffrey Dippold reported that the 2018 fiscal year ended with the net income with expenses exceeding income by \$40,000 compared to the budgeted \$57,000. As of June 30, 2018 the OCBA available funds are at \$41,000, there is \$8,000 in checking and \$34,000 in the CD reserve. The rent for the OCBA Visitor Center with the Ocracoke Foundation is now \$1,950 with an additional \$100 which is received monthly by the Coyote Music Den. The \$600 that has already been received by Coyote Music Den will be sent to the Ocracoke Foundation as well. Helena requested that the Executive Director job position include a \$5,000 simple IRA plan, which is a savings incentive match for employees. John expressed concern that the community will have push back on this. Wayne believes that once the community is informed to all of this information there will not be an issue. **Justin to make a motion on the Executive Director retirement plan request via email so that there may be full board participation.** Jeffrey requested a pay increase to \$21.50 an hour so that he may be treated as an independent contractor instead of being an employee of OCBA at \$20.00 an hour. This increase covers the Social Security and Medicare costs that OCBA will incur if he were to be treated as an employee. As an independent contractor, he will also be able to obtain the QuickBooks software at approximately a 50% discount for OCBA. Motion made by Chip and seconded by John. Motion approved and carried.

Artificial Reefs Letter:

A letter was sent out months ago requesting the scraps from the Bonner Bridge be moved to the artificial reefs off of Ocracoke. The OCBA has not seen any response. **Kathryn to resend the letters with priority tracking.**

Civic Affairs Meeting September 12:

Suggested agenda items:

- Passenger Ferry Update by Ferry Division
- NPS Update possibly by Dave HALloc
- Hydy County Update
- Pirate Jamboree Update
- Artificial Reef
- Update by Tom Pahl
- OCBA Budget Overview by Jeff

Helena and Kathryn to look into polling the attendees and seeing what they want to hear at the meeting(s).

Element Advertising Media Presentation August 22:

Element Advertising will be presenting data on the previous marketing plan and discuss the new marketing plan for 2019. Presentation to be held at the Community Center at 3pm. There will be a conference call in number.

Standing Event Committee:

The standing event committee include: Pheobe, John, Connie, Darlene, Helena and Kathryn. **John has been working on getting a beer permit for the pirate festival throughout the village.**

TTDA Report:

The Element Advertising contract has been signed for \$125,000. According to the July SEO (Search Engine Optimizaton) report, the visitocracokenc.com website is getting traction. Helena has been speaking with Michael McGovern from Outer Banks This Week on utilizing his email marketing to get more visitors to Ocracoke. The Island Wide Yard Sale taking place on September 22, has 17 people signed up as of August 20. Teresa Oneal has agreed to be a part of the Boat Parade planning, **Helena will be meeting with her this week to begin planning.** We would like to do a Christmas lighting on the docks during the boat parade as well, **Helena to talk to Martha about who owns the docks around the harbor. Helena plans to send out the 2019 OCBA contributor forms by the beginning of September.** Helena met with Chris Bock from the Ferry Division on replace the broken racks on the ferries, and about adding more racks inside the sound side ferry. They are also planning to have a large view of the walking map displayed in each sound side ferry. **Helena's TTDA report will be sent to the OTTDA and the Contributors.**

Island INN and OPS:

Rudy spoke with the OPS about being involved in the Island Inn Project. **Helena to speak more with Ken DeBarth about what the OCBA can do. Helena spoke with Tom Pahl about getting a sign that says "Home of our Future Visitor Center."** She and Tom to discuss this further.

Advertising:

John thinks that we need to focus more of our advertising in Dare county are as opposed to the Raleigh area. A discussion of doing more advertising with writers and highlighting businesses like 1718 and the Woccocon Oysters. To get more writers to come to Ocracoke there is a New York show that would be similar to the VisitNC conference, where we “pitch” Ocracoke to these writers. **Helena to look into the conference and create a budget to present to the board. Helena to talk to Tommy about getting a secure structure at the Variety Store to house more walking maps.**

Contributor Input Hour 10:00 am:

George Chamberlain discussing the Airport:

George Chamberlain addressed the board on the Ocracoke airport. The airport land is owned by the Park Service but ran by the NCDOT Aviation. The cameras that are at all ends of the airport are motion detected and capture each plane that comes and lands on the air strip. The cameras are rusted and no longer work. The airstrip is currently 3,000 feet and the Advisory Board would like it to be expanded to 4,000 feet. This would allow for larger aircrafts, would be better in the event of an emergency, can hold more emergency aircrafts. A longer airstrip would also be able to bring in more pilots for day trips. The DOT has proposed putting in an Ocracoke Weather station at this facility which can also be used by the school for education purposes and also help the pilots coming in. The Ocracoke Airstrip is important economically, educationally, and safety wise. George would like the OCBA to take this project on and speak with the DOT aviation and look into improvements on the facility. At one point there was funding for this project. It needs to be readdressed with the County and State. **George to speak with Bill Rich and Helena in the next week to see what the next steps should be.**

Meeting adjourned 11:00 am.