



OCBA BOARD OF DIRECTORS MEETING

Monday, February 18, 2019 at 5:00pm

Berkley Manor

In Attendance: Helena Stevens, Martha Garrish, John Giagu, Bob Chestnut, Chad Macek, Sharon Brodisch

Absent: Justin Leblanc, Rudy Austin, Ashley Harrell, Chip Stevens

Start Time: 5:15pm

1. Additions/Deletions

- a. Addition: Offering Ocracoke Island mugs as a retail item on visitocracokenc.com

2. Old Business:

- a. Approval of January 2019 minutes: Entire OCBA board agreed
- b. Budget Reclassification: Will be addressed when Jeff Dippold returns. He is absent from today's meeting.
- c. 2020 British Cemetery Ceremony: letter sent to OPS from OCBA verifying transfer. **Letter was mailed by Helena.**
- d. 2020 Scallywag Race. Tommy Hutcherson is aware that if he/the race plan to request funds, they need to submit budget requests in the year prior to the event. For example, they need to request funds in FY 2018-2019 for the 2020 race. Community groups such as the race committee need to submit budget requests to Occupancy Tax boards rather than OCBA. Otherwise, OCBA should request these funds in its budget as part of localized sponsorship.

3. New Business

- a. OTTDA Grant Request: Contingency plans were discussed for alternatives if OCBA's grant request is not fully funded. One suggestion was to have OTTDA revise the OCBA budget request and to send it back. Anticipated concerns from OTTDA at the budget request are salaries and public restrooms costs.
- b. Public Restrooms:
 - i. On 2/11/19, the OCBA board had a conference call with Kris Noble from Hyde County. In summary: Kris will contact other counties and state agencies to find out how they run public restrooms. The Board will be able to determine whether it can vote in favor/against taking on the public restroom maintenance project once this information is received.
 - ii. Issues discussed included ownership of the Island Inn property and issues that could arise with management and maintenance issues.
 - iii. The Board agreed that a contingency plan is necessary for mechanical and maintenance issues. It was shared that at local realty offices, maintenance

issues are addressed by their staff and then a professional if the issue is beyond their scope.

- iv. A lawyer and accountant need to be included in the conversations and contracted.
 - v. Follow up meeting will be 2/25/19 with Kris Noble to continue to discuss project details. Phoebe will invite Ken DeBarth from OPS. It is agreed Hyde County wants OCBA to oversee the project. OCBA needs the county to respond to project questions. Waiting to get more information is delaying the project. At this point, the OCBA Board supports the project with the information it has. **Phoebe will follow up with Kris Noble to see if she has documents for the OCBA board members to review prior to the 2/25 meeting. Board members can email Phoebe questions for Kris to put together prior to the meeting.** How are other entities managing contracts (gloves, sanitation, cleaning supplies, restroom supplies). Other topic, glass/plastic will be added to restroom doors for advertising. Board agreed to address this piece at a future time.
- c. Events Committee Update
- i. Ocra-Glow Party – July 4, 2019
 1. Ballpark agreed to split ticket revenue 50/50
 2. Event cost includes rain date on July 5th
 3. Boosting sponsorship opportunities exposure this year.
 4. Hosting pilot parties/laser parties in Spring/early Summer. Emerald Owl Productions would host a laser light/dance party to raise funds/offset expenses. Due to occupancy limitations in the Community Center there could be two time slots – one for younger children and one for older. Two potential dates for the pilot events are Easter weekend or Memorial Day weekend.
 5. Alternatives were discussed as options other than Emerald Owl. The events committee still feels comfortable moving forward with Mike because he has built a strong reputation during last year's event and has begun the planning process for this year. If it comes down to finances, OCBA can raise ticket prices, follow through with fundraising opportunities or remove the rain date as a last resort.
 - ii. Island-Wide Yard Sale – April 13, 2019
 1. Registration forms online or at post office. 15 registrants right now. This is similar to last year and people will continue to sign up closer to the event date.
 2. Flyers are located at the Variety Store and Post Office. Will distribute to open businesses beginning end of March
 3. Strong following on Facebook. There is almost 2,000 interested and following on Facebook.
 - iii. Ocracoke Village Business Roundtable
 1. A board member suggested including it in a civic meeting. The Board needs to prepare an agenda and theme. Timing is important for

adequate participation. Another member suggested a group Facebook live video or something social.

d. Executive Director's Report

i. Element Advertising: Helena emailed the OCBA Board a comparison of the new VisitOcracokeNC site with the previous OcracokeVillage site. There has been an increase in the number of visitors who check out VisitOcracokeNC online, but time spent on the web site is less. Helena is working on new content development for the website so that it is "stickier". Helena is also working with Element so that SEO language is incorporated into the sight, terms people are "googling." Perhaps OCBA can contract with island resources to gather content to have on the website. The goal would be to generate new content and keep it updated.

ii. Business "reopening" dates

1. Need photos and updates
2. Include #visitocracokenc on social media
3. Update Growthzoneprofiles

iii. Signage

1. Island Welcome Sign: The Board decided to select Jason's mockup sign on the right, or the sign that has straight lettering for "island" rather than cursive.
2. Chad suggested incorporating Ocracoke's coordinates rather than "Welcomes You"
3. It was agreed upon to keep the light on in the lighthouse.
4. Martha spoke with the homeowner of where the sign will be placed. They agreed to have the sign as long as it is placed as far away from the house as possible.
5. Bob asked if this sign will be far enough from Howard's Pub sign is so that the two signs are not too close in proximity. The Board thought it was fine because the "welcome" text will be removed in the Ocracoke sign and replaced with coordinates.
6. OCBA will have to contact NCDOT for signage requirements or look at Ocracoke Development Ordinances.

iv. Martin Brossman: March 28-29, Ocracoke Community Center

1. Developing and Implementing a Social Media Plan and Policy
2. Mastering Google for More Business Success

v. Insurance Update – Helena has been working on umbrella, wind, hail and liability. Liability would also be covered for public restrooms.

e. Treasurer's Report

i. Jeff has put together a new spreadsheet for the 2019-2020 OCBA budget request. This new spreadsheet includes details for the 2018-2019 budget.

ii. 2017 Hiring Committee pulled compensation from comparable destinations to determine Executive Director's salary. Major factor included marketing/tourism budgets. They reduced the compensation about \$15,000 from average other directors' salaries.

iii. The budgeted compensation for 2018 was originally \$60,000. Medical benefit was \$8,013. The actual salary was reduced to \$55,000 with insurance policy

paid separately. Helena was not able to pursue marketplace plan because group insurance was already put in place during her Executive Director contract. She asked OCBA to use the money paid for health insurance and have it added to the \$55,000 salary so she could purchase health insurance through the marketplace for her and her family. OTTDA will review the 2.9% cost of living increase, or \$1,500 in their budget discussions.

- iv. There was a major drop in payroll taxes for 2019-2020 because last year Hyde County recommended more than it was actually.

Meeting Adjourned: 7:20pm