



## OCBA BOARD OF DIRECTORS MEETING

Tuesday, January 29, 2019

9:30 a.m.

Ocracoke Community Center

### **In Attendance:**

Martha Garrish

Chad Macek

Jeffrey Dippold

John Giagu

Bob Chestnut

Helena Stevens

Phoebe Kot

### Old Business:

- Approval of November and December 2018 Minutes: Yes (Martha and Chad)
- Ocracoke Welcome Sign - Martha spoke to Mr. Williams (owner of home just before Howard's Pub). It sounds like he is in agreement to having welcome sign in front of yard. His hesitation is he is worried of size, but the sign needs to be rather large if it's a welcome sign. Alternative locations would be Tideland easement, dump, or Ocracoke Community Center.
- OCBA Visitor Center Relocation – Rent for January through March is already covered in the current budget. It is April through June that needs to be determined in budget, and OCBA will then be in the former Trixie's Fineries. Total cost will be \$720/month with utilities in new location. Jeff will find that amount in budget before next meeting. Until the floor is leveled, it is not able to be used as an enclosed office space.
- Smith Travel Research Group - Helena has reached out to lodging owners and the representative from STRG. She has not yet been able to get lodging properties to commit to providing occupancy data. Need at least 6 lodging establishments to participate to compare lodging statistics and see how advertising is doing. Helena will reach out to establishments when they reopen.

### New Business:

- Event Committee Update
  - Boat Parade: Keeping it the Saturday after Thanksgiving (11/30/19), maybe offer incentive to increase participants
  - New event: Christmas parade, including tram ride, hot cocoa, photos with Santa, movie?

- Glow Party:
  - Question: Do we have the budget to support event if Ball Park does not partner or if Occupancy Tax does not support?
  - Answer: Use funds in budget this year for deposit and then deduct from next year's budget as prepaid expense. Also increase sponsors for this year's event. Other sources of income are merchandise and ticket sales. Coke has also expressed interest in donating product for entire July 4<sup>th</sup> celebration
- British Cemetery Ceremony: There is an increase in financial need for 2018 event. The amount budgeted for 2019 event is \$1,500.00. Crystal Canterbury will provide a detailed budget for 2019 event by February 15 but has indicated that the event will cost 2,700.00. Historically there have been \$500.00 in donations. That would mean net \$500.00.
  - Formal letter was requested by OPS to transfer ownership of the British Cemetery event in 2020.
- Public Restrooms: Board needs to decide whether it is going to manage restrooms or not. Is there a contract to bid (RFP) for the restrooms job? Other boards have expressed interest in funding the project and contract it out. OCBA was supposed to be a funnel for the money. County wants OCBA to put out RFP, write check, and manage personnel and facility. Hold on to CD for now until budget is confirmed. 3% board has allocated money for construction. Next step: have meeting with Kris Noble/county/Tom/Bill and ask unclear questions. Leave in budget as is for now.
- Element Advertising: Video presentation following TDA meeting Feb. 4 at 3:30 in community center
- Educational Speaker Series
  - Richard Waldrop – the art of negotiation Feb. 2 from 9:00-11:00am in the community center
  - Martin Brossman – current topics Mar. 28 from 2:00-5:00pm and Mar. 29 from 9:00am-12:00pm in the community center
- Ocracoke village business roundtable
  - What's new in their businesses
  - Thoughts on promoting the island
  - Keep it structured
  - Probably come up with agenda/topics before meeting
  - Maybe businesses bring updated photos for OCBA to market on site and online
- Visit NC 365 Conference
  - Visit NC's vision for marketing for state and marketing opportunities for partners
  - PR round table portion
  - Helena to ask Jed about having passenger ferry there

- Executive Director's Report
  - NYC Show: 22,000 consumer attendees, 10,000 trade attendees
  - Shared booth with other county representatives across the state
  - Great networking opportunity with other counties and also VisitNC; Helena informed VisitNC what's new on Ocracoke and photographs. Good networking with VisitNC so that they'll be updated with what's happening on Ocracoke
  - One of the travel writers said Ocracoke is the "darkest spot" on the East Coast, something that makes the island unique
  - Consumers & writers want a physical handout that's not a map. Displaying a "hook" that makes us different is important. Super interested in the fact Ocracoke has no franchise businesses
  - 2019 Walking map is at printer. Ready for distribution in 10-12 days. Will start distribution to off-island welcome centers/CVBs/rest stops/realty offices mid-February. Off island distribution will take place early April.
  - Signed contract with Outer Banks This Week that will do an advertorial on Ocracoke: will discuss passenger ferry and new things. He is also giving OCBA interface to change photos and post current events/happenings
  - Ocracoke video photoshoot scheduled for May/June timeframe. Chris Hannant conducting it. Helena is working with Element Advertising on a shot list. There is also a paid opportunity in development for businesses to work with Chris and get photos of their businesses.
  - Element did e-blast last week to those who had requested more info. Next blast will be sent in March.
  
- Treasurer's Report
  - Net loss of \$11,300. Comparable to where we were in November.
  - Membership dues and advertising: \$32,000 coming in thus far in contributor campaign and membership dues
  - Cash flow: \$36,000 in checking account
  - \$34,000 in CD
  - Liabilities at Dec. 31: Sales and Use Tax (merchandise sales), quarter worth of payroll taxes
  - Budget being presented next Monday (2/4) at TDA
  - Board approval on expenses greater than \$2500. Check needs to be paid to Outer Banks This Week. Jeff to send email for approval.
  - Helena sent 2017-2018 Form 990. 2017 tax year. Kicked into next higher level of reporting because of income. More disclosures. Return is ready to be sent with board approval.