

Agenda TDA Board Meeting for Monday, Jan. 8 at 3pm at Ocracoke Community Center

Call to order – 3:10 pm

Attendance: Amy Howard, Daphne Bennink, Wayne Clark, Martha Garrish, Greg Honeycutt

Consideration of minutes from previous meetings - Daphne made motion to approve Oct. 17, Oct. 30 and Dec 13 minutes as written. Seconded by Greg. Unanimously approved.

Element ad agency company presentation:

Rob Young gives presentation on advertising strategy and research done for Ocracoke.

Questions:

- Rob was asked if during the course of his surveys did the wait line at the Hatteras Ferry ever come up? He did not recall if it was asked and he would make a note to look into it.
- Was the database used to send the survey from hotels or reality? It was derived from both and some from Bob's list of customers.
- Do you anticipate the "after power outage campaign" click through rate of .19 coming down in future campaigns? Rob could not make a prediction on that.
- Is there an estimated ROI for the fall and what would we be judging the success of any campaign by? Rob states that they would seek collaboration on that with everyone. Another client subscribes to something called Smith Travel Research, it's not that expensive, and what they do is they survey accommodation partners asking how many hotel rooms they have and every week you log into a portal and input what you occupancy rate is. With this client Element is judged based on occupancy rate. Could also track via "book now" from the website with tracking plugins. This is something that everyone would need to agree on but we would very much like to measure it.
- Original campaign was "Come visit Ocracoke" and ran for about 2 weeks, then the power outage happened and we stopped everything. Once the power was back we focused a new message "Power is back on, we missed you, come visit". Mid July – September. No other ad campaigns were done, but the next one is planned to start soon.

OCBA discussions

- In the General Statute it states that administration 2/3 must be used to promote travel and tourism the remainder be used for tourism related expenditures.
- Wayne states it would be good to get a budget from other TDA's that have been in service for years and see how they operate. Says the legislature could be interpreted broadly or narrowly. OCBA budget should be presented in the next 60 days and part of that will be based on how we appropriate funds from these boards.
- OCBA staff is one full time and one part time. Part time position is a payroll position, she is an admin asst to the OCBA. Full time position is contract based, Helena.
- Wayne does the general accounting for OCBA. Mr. Sounders, CPA, does the numbers for paychecks and answers any questions that may arise and is paid annually.
- Wayne states that the OCBA has funding for marketing through June 2018.

Discussion of process, timeline, and criteria to evaluate and accept funding requests

- Amy went to 3% board meeting to see how the field requests for funding. States that maybe we should operate the same way for this first year. Wayne thinks we should see how other TDA's operate before setting a policy.
- The board debates different ways to move forward this year.
- The 3% board is going to require grant requesters to line item what parts of the grant will be used for advertising. Should that come to us in a request or do we hand pick certain things that we will fund?
- Until we see what the OCBA budget we don't really know how much money will be left to fund other projects.
- Wayne does not think we should marry ourselves to a structure like the 3% board. He believes what we will see from other TDA's is that their funds are much more self directed by a program put forth by the board. That's not saying that we couldn't take requests from others, but we already have the 3% board to accommodate those requests. We should focus more on the advertising and promotion of the entire island.
- If we enter into a contract with OCBA to be our administration arm then most or all of the 2/3 would go to that leaving the 1/3 to fund items like the Island Inn project and other requests that fall into that category.
- Tom Pahl suggests that the TDA put their heads together and come up with a percentage of the 2/3's funds est. \$200,000 that will go to the OCBA and a percentage that they will keep to fund certain event's advertising campaigns. That would give the OCBA some guidance on budgeting. Then you would have the remaining 1/3 est. \$100,000 that could be expended at you discretion and you should cherry pick the items that you think would further the boards overall objective. Then come up with those projects/events soon so that you can send anyone that would not be funded via your board to the 3% board and they would know that you are not funding it.
- If we set up a percentage of the 2/3 into two categories, one for OCBA and one for others would the others come to the TDA for the funds or would the OCBA administer those funds? If OCBA will they give the money out or use it to advertise for the others?
- Do allocate 100% of the 2/3 to OCBA or save some percentage for others? Do we use some of the 1/3 fund to also promote other events so we can give 100% of the 2/3 to OCBA?
- Motion by Daphne to give OCBA a starting point for budgeting we will say that the TDA will allocate 80% of 2/3 (est. \$160,000) to OCBA for General Ocracoke Branding. Justin and Daphne will work on a draft contract between the OCBA and TDA. **(was not seconded or voted on)**
- Wayne asks that the board consult the county attorney about needing by-laws or anything else legally needed for the TDA.
- Funding will be based on a July-June fiscal year.

Island Inn proposal

- TDA agrees that this is a worth while project. The funding needed from the TDA would come from the 1/3 fund.
- Greg makes motion that the TDA support the goals put forth by the island inn ad hoc committee and we commit ourselves to working with the committee to try to achieve the goals put forth in the proposal. Seconded by Martha. Unanimously approved.

Motion to Adjourn by Daphne, Seconded by Greg, Unanimously Approved.