



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

MINUTES
OCBA BOARD OF DIRECTORS MEETING
Visitors Center

8:30am, June 10, 2019

Board Members Present: Bob Chestnut, Margaret Trainer, John Giagu, Rudy Austin, Justin LeBlanc

Board Members Absent: Sharon Brodish, Chad Macek, Martha Garrish

Others Present: Executive Director, Helena Stevens
Bookkeeper, Jeffrey Dippold
Admin. Assistant, Phoebe Kot
Greg Honeycutt, OTTDA Board Member
Daphne Bennink, OTTDA Board Member
Jenny Scarborough

1. OCBA/TDA future relationship and job responsibilities
 - a. Daphne Bennink and Greg Honeycutt joined the OCBA Board meeting for the first 30 minutes to discuss the relationship between OCBA/OTTDA/Executive Director. As Daphne and Greg shared, the TDA has been working hard to develop who it is as a board. Since its inception, the Board has been working on directing two thirds of its funding towards marketing. Other than that proposition, it hasn't had much support or perimeters established for its mission. TDA pays 75% of the salary for the Executive Director. OCBA pays 25% of the salary. The argument TDA presents is that the Executive Director should focus her work as 75% for TDA and 25% for OCBA. Unfortunately, the job description seems intangible. The TDA believes Helena is doing an outstanding job, but responsibilities will have to shift because one person can only do so much. TDA will not engage in the same contract for next year. One solution presented is that TDA can assume 100% marketing and have its own employee to coordinate these tasks. Similarly, the OCBA could have its own employee. The two Boards will have to scrap through for the rest of the year until TDA can address staffing and future responsibilities (looking at next year). Eighteen events are slated for next year (2019). An alternative solution is hiring an event coordinator who will strictly handle the events and Helena can focus on the marketing/TDA efforts. Now is the time for this discussion so that a new plan can be put in place for next year. OCBA agrees that a lot is being asked of the Executive Director. The issue for OCBA is that major projects are being asked to be handled by this Board. OCBA is answering to the constituency, commissioner, and TDA. For these projects, financial support is provided by TDA and Occupancy. Because TDA is paying



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70% of the Executive Director's salary and OCBA is paying 30%, the TDA requests that OCBA reduce the amount of work that is put on the Executive Director from its Board. The action item being taken away from this meeting is that TDA will evaluate the numbers following this quarter and OCBA needs to determine whether it will reduce responsibilities for the Executive Director or hire an Events Coordinator.

- b. Move the walking maps to TDA. It is in their legislation and would be one less project for OCBA to handle. The discussion around that transition is what business constitutes to being in the walking map. Does it include a local boy's grass cutting service or just state constituted businesses?
2. John Giagu proposes Jenny Scarborough as a new member of the OCBA Board. John Giagu made the motion, and Rudy seconded. Motion carried.
3. Additions/Deletions to the Agenda
 - a. Helena would like to add Emerald Owl Productions contract for 4th of July to the agenda.
4. Old Business
 - a. Approval of May 2019 minutes. Bob asked for clarification about one sentence in the minutes that caused some confusion. The statement is about scaling back marketing efforts with Element Advertising, and the word "years" needs to be added after 3-5.
 - b. Public Restrooms. Helena followed up with Kris about the county handling the contract negotiation/bid process. As of a couple days ago, Helena followed up but had not heard from Kris. Kris said that she will have to speak with the county commissioners at the commissioner's meeting tonight (6/10/19). Currently, there is not a timeline for construction of the public restrooms. The bids received were much higher than anticipated. The maintenance contract can be tabled until a bid is received and construction happens. Regardless, the OCBA Board still wants the county to take on the contract.
 - c. Occupancy Tax Appointment – Bob makes a motion that the OCBA Board recommends Ann Warner. She has verbally agreed. It is a 3-year term that starts July 31/August 1. The Board would need a recommendation before the Commissioner's July meeting. Bob made the motion. Seconded by John. Motion carried. Rudy will write a letter to the county commissioners.
 - d. Approve 2019-2020 budget. Email the budget to all OCBA contributors. The Board will need to vote via email or at a future meeting.
 - e. Element Advertising billing discrepancy (\$525). It stemmed from an overlap in the fiscal year. Rob from Element Advertising said they would absorb that expense.
 - f. The Visitor Center lease has been signed. To vacate, the Board has to give a 3-month notice.
5. New Business



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- a. FY 2018-2019 contract with Element will come to an end June 30. A new, \$115,000 contract will begin with Element on July 1 for FY 2019-2020. The contract associates with OCBA's fiscal year. Therefore, the Board needs to decide rather soon since the contract is coming to a close.
- b. FY 2020 Element Advertising Services Proposal. One Board member expressed her frustration about the web site, sharing that it does not accurately depict Ocracoke. For example, it is not accurate in stating Ocracoke developed as a fishing village surrounded by rich farmland. It also does not include any of the families who have lived here through the generations or that the island is so remote that people travel to the island to get disconnected from the rest of the world. It's powerful getting a family from up the beach to visit the island for the day because they get a sample of Ocracoke. If they like it, they will most likely book Ocracoke for their family trip the following year. A lot of the 45,000 residents who live "up the beach" have also not ever visited Ocracoke. Moving forward, OCBA needs to give Element the correct marketing direction and materials. Jenny Scarborough and Rudy agreed to help with providing photos/material/content to Element. The Board needs more time to review the proposal and will vote on passing it via email.
- c. Events Committee Update
 - i. Laser Light Madness Party – about 90 people attended. It turned out mostly to be a local kids' party.
 - ii. Volunteers are needed for the 4th of July. Helena will email out Volunteer Signup.com. It was suggested putting a sign up at the post office to contact Phoebe to sign up as a volunteer for the holiday.
 - iii. The total cost of the Emerald Owl Productions for this year is \$8,748.75, including holding rain date as July 5th. It also includes the party before the fireworks, video projectors, live emcee, and setup/takedown. The difference in price this year compared to last year is rain date. Bob made the motion to approve contract. John seconded. Jenny opposed but motion carried.
 - iv. At the ballpark meeting, the ballpark committee said it will split the proceeds 50/50 or charge \$2500, whichever is more.
 - v. 3,593 passengers have traveled using the passenger ferry thus far. That number includes to and from Ocracoke. The tram is running with 8 stops on the route. There are two 16-capacity trams going at once. The NPS wants to have discussions with the passenger ferry crew about having interpretive talks on the ferry for next year. It has also been requested by an outside member that in addition to a video about Ocracoke, there needs to be a video about Hatteras for the ferry. Jenny asked if there is a way to encourage the ferry division both on the sound side and passenger ferry for pedestrians to walk



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against traffic and bikers to bike with traffic. Ferry division is getting new uniforms. The crowd capacity is 149 on the boat with 25 bikes. It is a 70-minute ride at 28 knots. The map displayed at the Hatteras ferry terminal needs to be changed because it is 2018.

- vi. Helena is also ordering a map of the village with tram stops and businesses for the Visitor Center.
- d. Treasurer's Report- Jeff emailed this report on 6/9/19 to the Board. End of May is \$65,400 dollars in the checking account. The cd, which is to be used for the restrooms is \$34,309. From an overall P&L perspective, there is net income of \$25,000. There will be a surplus at the end of the fiscal year because some of the funding for the events was not all utilized. If \$65,000 is left, there would be enough to fund an event coordinator for a one-year contract. Jeff will also examine the budget to see if there are any areas where funding needs to be transferred. Jeff will email a spreadsheet with line-items for the entire year to the Board.
- e. Storage. Rudy got permission to store some of the Christmas decorations at the Island Inn. The Christmas lights are also in a little storage unit at the Tideland office.

Motion made to close meeting by John. Seconded by Margaret. Motion carried.