



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

MINUTES
OCBA BOARD OF DIRECTORS MEETING
Visitors Center

8:00am, May 6, 2019

Board Members Present: Bob Chestnut, Martha Garrish, Margaret Trainer, John Giagu, Rudy Austin

Board Members Absent: Justin Leblanc, Sharon Brodish

Others Present: Executive Director, Helena Stevens
Bookkeeper, Jeffrey Dippold
Phoebe Kot, Admin. Assistant

1. Additions/Deletions to the Agenda:
 - a. Add discussion concerning the Hatteras/Cedar Island ferries. Another ferry needs to be added for both routes during the day time. It is pointless to have the 9:00pm ferry leaving Ocracoke headed to Cedar Island because the ferry is empty. There used to be 9 day ferries in the summer to Cedar Island. Rudy advises that the OCBA Board writing a letter. Along the Hatteras route, the shoal has not been dredged because the Fed's do not manage it properly. Rudy advised writing a second letter regarding the shoal to have it dredged.
2. Old Business
 - a. Approve April 2019 minutes – Bob approved. John seconded. Motion carried.
 - b. Public Restrooms – Helena and Justin worked on a job description for the contract administrator person. There is still confusion as to why the county does not play more of a factor for the contract for the public restrooms. The Board agrees that the project should be handled by the county, rather than the Board. It was also discussed that the county could use the restrooms contract that is already in place for the courthouse. For the contract administrator position, it is debated whether the position needs to be handled by OCBA or the county. A motion was made by the OCBA Board to limit OCBA responsibility to onsite quality assurance and contractor supervision. The county will assume responsibility for contract development and execution. The county will provide accounting and back-office support through payment of vendors. The next step is to write a letter to Kris with this proposal. Motion made by Martha. Seconded by Bob. Motion carried.
 - c. OCBA Board of Directors – Welcome Margaret Trainer. Martha has asked a couple individuals, and they all said no. Bob and John both suggested Jenny Scarborough. Bob suggested also asking Tom Pahl if he has any civic recommendations. One role needing to be filled is that of a treasurer. This



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would require meeting once a month with Jeff and being an additional signer on checks. Margaret Trainer volunteered to be the treasurer.

- d. Occupancy Tax Board Appropriations Meeting – The agenda needs to be corrected to read “awarded \$61,061 for events and \$26,500 for fireworks”.
 - e. Bob is still working on OT Appointment.
3. New Business
- a. Approve 2019-2020 budget. The walking map will be 100% funded by OCBA. The asset brochure will be funded by TDA. TDA reduced funding to OCBA from \$311,000 to \$294,000. With regards to funding from TDA, \$25,000 will be taken away from the walking map and in turn, allocate \$6,000 to asset brochure and \$6,500 to advertising for events/sponsorship.
 - b. Welcome to Ocracoke signage – new welcome signs now at Silver Lake entrance and Visitors Center.
 - c. Contracts
 - i. OCBA/TDA contract. The difference from last year’s contract is the dates and total funding from TDA.
 - ii. TDA Board members have expressed to Helena that they would like to scale back some from Element Advertising or entirely. Helena believes that there should be some usage with Element due to its expertise in software and digital technology. If they are removed entirely, Helena would be handling all digital work (web site, e-blasts, newsletters, etc). Bob suggested that the Board needs to look at 3-5 year windows for Element’s effectiveness. If the Board agrees to scale back, what would Element handle and what would be handled by OCBA and other resources? It was suggested using Element for what it’s good at – large media buys and then work in smaller capacities to market nearby and day trippers.
 - iii. See 2b.
 - iv. OCBA/OPS operating agreement – this is regarding the public restrooms. Counsel needs to review it (Bob Kornegay).
 - v. Forgo contract administrator
 - vi. Scott said the repairs were made to stabilize the building. Rudy will sign lease for the building.
 - vii. Executive Director (Helena) does not have contract in place. It would be to the Board’s benefit to have a job description, pay, etc listed in a contract. There should be a meeting held without Helena present. Phoebe will assist with scheduling a meeting for the Board to meet. Contracts need to be created for the Executive Director and Bookkeeper.
 - d. Video sponsorship with Chris Hannant – so far there are 8 registrants. He will be on Ocracoke Memorial Day weekend.
 - e. Events Committee Update



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- i. Island-Wide Yard Sale – April 13. There were 31 vendors. Perhaps encourage all businesses to participate next year. Also, next year do we require vendors to purchase a yard sale sign so there is less overhead than being available for sign pick-up and return? It was also suggested that next year the events committee incorporate a map that includes all street names.
 - ii. British Cemetery Ceremony – May 10. The reception is held in the Berkley Barn this year and catered by the Back Porch. There is almost \$1,200 raised in donations.
 - iii. Emerald Owl Pilot Party – June 1. This is geared towards kids in three sessions. It is \$7 per ticket. It is a laser light dance party. Proceeds will be split with Mike 50/50. OCBA costs will help offset 4th of July show. If the show does not make anything, Mike will not charge OCBA.
 - iv. July 4th. Planning is in the works. There is a rain date on the 5th. If it doesn't rain, there is a possibility for a second event (foam party) at Ballfield on July 5th.
 - v. Civic Meeting – May 15th. The normal guest speakers will be present. Phoebe will follow up with speakers to make sure they know the meeting starts at 5:00pm at the Community Center.
- f. Helena emailed Executive Director report.
- g. Jeff emailed the Treasurer report. Approximately \$54,000 is in the account for cash along with approximately \$34,000 in a CD which is designated for future use with the public restrooms project. Quickbooks is completely online now and board members are asked to follow up with Jeff if they would like to obtain inquiry access into OCBA's books and records. Q1 employment related taxes have been filed and paid. Billing from Spectrum Reach are now going through Element. There is a \$500 discrepancy in the total projected billings for the fiscal year. Jeff and Helena are going to research this further and will follow back up with the board with their findings regarding the projected overage and whether it is justified for the current fiscal year. In the interim, any payments made to Element will not the bring the total fiscal year to date amount to more than the \$125,000 contracted for the year.