



OCBA BOARD OF DIRECTORS MEETING

Monday, October 10, 2018. 8:30 a.m.

Berkley Manor

Meeting Minutes

In Attendance: Rudy Austin, Justin LeBlanc, Phoebe Kot, John Giagu, Martha Garrish
Helena Stevens, Executive Director
Kathryn Waldrop, Administrative Assistant
Jeffrey Dippold, Bookkeeper
Absent: Chip Stevens, Sharon Brodisch, Ashely Harrell, Wayne Clark

Additions or Deletions to the Agenda:

Additions to the agenda: add the Budget Committee Update, PCL claim, board member re-up/recruitment, and Robert Taylor Group Affordable Care Act informational sessions.

Deletions to agenda: Jeff must delete the treasurers report from the agenda due to computer troubles so he was unable to generate a report. He will send out the report as soon as he can.

Budget Committee Update: The budget committee will begin planning for the 2019/20 fiscal year budget in the next few weeks. The budget committee consists of Justin, Martha, and Wayne. Justin suggested brining in someone from the Occupancy Tax board and the OTTDA board to some of these planning meetings. Helena will reach out to the boards and see if anyone can attend.

PCL Claim: The PCL claim filed due to last years' power outage will be ending soon. To John's understanding, the leftover funding of the claim will be given to advertising programs for Ocracoke and Hatteras. John suggests contacting the company in charge so that the Ocracoke funding may go to the OTTDA. The board agreed to monitor this.

Board Member re-up/recruitment: There needs to be a board member replacement for the secretary position from when Melinda Sutton resigned. Justin suggests getting a list of current board members and where everyone is in their terms for the next meeting. There was a discussion about putting the position out to all contributors to see if anyone is interested. Helena will send out the by laws to the board to review member terms.

Robert Taylor Group: The Robert Taylor Group is an insurance company used by Hyde County. They have recently joined as an OCBA contributor. They have asked the OCBA to endorse them so they may bring in other contributors as customers. If the OCBA agrees, we could get a percentage of the business we endorse. One of the insurance partners is located in Buxton while the rest is based out of Greenville. They will be here on Oct. 22 giving an informational session on the Affordable Care Act. The board has agreed to go to one of the sessions and meet the reps before they decide to endorse the insurance company.

Old Business:

September Meeting Minutes: A motion was made to approve the September meeting minutes by Justin and seconded by Phoebe. Motion approved and carried.

Review of Previous Action Items:

Plaque creation for Kevin Duffus – The plaque has been ordered for Kevin it should be here in time for the Pirate Jamboree. A plaque was also ordered for Connie Leinbach for her dedication and support to this event.

Open flag at Visitors Center- Justin will put the new flag up at the visitor center today.

Wayne to speak to Eastern National about rack card slot at NPS visitor center – Wayne has not had a chance to do this yet.

Rack card at museum – Helena does not think that the OPS museum has room to house any rack cards. Chip has not spoken to Ruth yet about this.

2017 & 2018 school scholarship checks: Jeff checked the OCBA records in QuickBooks and checks were sent for the scholarship funds for 2017 and 2018. However, in the records it looks like a scholarship payment for 2013 is missing but a check was sent to them for something else. Jeff will speak to Mary at the school and see if they have any records.

Advertising with the Great Loop: Helena looked into advertising with the Great Loop. The Great Loop is a cruisers association that passes by Ocracoke. The commander level sponsorship (\$2,000) which gets a commercial on their podcasts, physical ads, spots in their newsletter, and banners at conventions. Helena will ask more about their demographics to see if it is worth pursuing. Perhaps the OCBA can work with the Anchorage Marina on the sponsorship. Helena will also ask other destinations that had advertised with the Great Loop why they stopped.

Home of the Future Visitor Center sign: Helena will bring up the sign at the OTTDA meeting today at 3pm. She spoke briefly with Amy Howard and she thinks the sign is up to the OPS board. Helena will circle back with NPS about a new welcome to Ocracoke sign on highway 12 near the post office and in the ditch by NCAAT that boats see coming into the harbor. The money for the signs would have to come from the OCBA. Martha suggested asking Jason Daniels to make the signs. Since Tom Pahl is working with the DOT on street signage in the village, this should be discussed with him as well.

Island Wide Yard Sale Recap: There was about 35 people who participated in the yard sale. Helena suggested having the map done a little differently for the future and possible having two different times for the yard sale. Considering the positive feedback from all involved, there will be a spring and a fall yard sale in 2019.

Blackbeard Pirate jamboree: The event will be 4 days starting Thursday and ending Sunday. There are 22 artisan vendors signed up and 9 food vendors in the community square, the vendor fee is \$125. The merchandise being sold online includes t shirts, long sleeves, tank tops, and mule mugs. Total income so far is \$14,869 including merchandise sales and vendor fees.

Photography contest: There are currently 47 entries for the photography contest. Martha has agreed to assist in the judging for the photo winners. Rudy knows someone who can create an Ocracoke montage for free. **Helena will get with Rudy and speak to him.**

Boat Parade: Martha spoke with Teresa O'Neal and she cannot due the boat parade due to her upcoming chemo. Teresa has asked that the OCBA keep it a low key event. Sundae has said that she would help with the event. **Helena and Kathryn will speak with Sundae further.**

NYC Consumer Trade show with VisitNC: Based on the feedback from board members we will participate in the trade show. This is the biggest consumer travel show of the year. Ocracoke will be a part of the VisitNC booth. The cost will be about \$2,100. It will be a three-day trip in January. Each partner brings about 200 brochures. **Helena will keep the board updated on this trip.** The VisitNC conference is March 31 – April 2 in Wilmington. Helena suggests that Ocracoke be a part of this conference. There will be special advertising opportunities through this conference that Helena believes Ocracoke should capitalize on. Helena has created a package for writers that visit Ocracoke that highlight the main attractions and “what’s new.”

Element Advertising Future Campaigns: Currently we are in the middle of ads used by ‘geofencing.’ Overall, there has been a good reception of our digital advertising campaigns. The website viewing has increased significantly and the SEO is continuing to improve the website traffic is up over 95%. **Helena will send out her Executive Directors report which has in depth figures of these statistics.** On the visitocracokenc.com website element has assisted with the event page management as well. The crisis management plan created by Element was utilized after hurricane Florence. There will be a creative input meeting in the next week or two to discuss the upcoming ad campaigns.

Future of the OCBA and OTTDA: **Justin and Helena will come up with a list of what the OCBA will become if the OTTDA were to take over and what issues are at stake.** They will have it done by the next scheduled OCBA meeting.

Executive Directors Report: The Growthzone Contributorship is starting. **A paper form and online form will be sent to all contributors.** The verbiage of the form will be changed to make the marketing packages more clear and concise. The travel writer that came on September 8 did a podcast to promote Ocracoke. The Forbes writer that came with the VisitNC writers wrote an article including Ocracoke which reaches 30 million people. There is a plan in place with access design to put a walking map structure at the sound side area and near the Hatteras ferry pavilion. Helena purchased a laser printer to print out forms and flyers. The total cost was about \$700 including ink and paper. The rent agreement with the OCBA visitor center goes through the month of December. **There needs to be a discussion with the OTTDA about whether or not we keep the visitor center.** There is still a discussion with the OTTDA about possible using the

childcare building. Helena suggests that since the Christmas tree lighting ceremony on the harbor would cost about \$4,000 in materials that the money be reallocated to a spring event. **Helena will send out an email recommendation to the board.**

Meeting of the Chairs: There has still been no response to the letters sent to the non profits of Ocracoke for a meeting of the chairs. **Kathryn will resend the letter.** There may need to be a phone conversation with board board members since mail/email have been ineffective.

Rudy would like to send a letter to the governor about extending the fishing season two weeks (ends Dec. 1). The local fisherman has been affected financially due to the hurricane and warm waters. **Rudy is going to speak with Tom Pahl, Hardy, and OWAA about this and see what the next step is.** Rudy is asking the OCBA to endorse this endeavor. The board agreed unanimously. **Justin will help Rudy with crafting a letter to the governor.**

Meeting adjourned 10:33am.