



OCBA BOARD OF DIRECTORS MEETING

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

Berkley Manor

Meeting Minutes

In Attendance: Rudy Austin, Justin LeBlanc, Wayne Clark, Phoebe Kot, John Giagu (dep. 10:00 am), Martha Garrish (arr. 10:00 am)

Helena Stevens, Executive Director

Kathryn Waldrop, Administrative Assistant

Jeffrey Dippold, Bookkeeper

Absent: Chip Stevens, Sharon Brodisch, Ashely Harrell

Additions or Deletions to agenda:

Add review of action items to the May, July, and August Board of Director Meeting Minutes.

Review of Action Items of May Minutes:

A letter was sent to all organizations on Ocracoke about a “Meeting of the Chairs” via mail and email; no response has been given. **The board would like to create a thank you letter or a plaque for Kevin Duffus, for all of his assistance with the Pirate Festival.** An open flag was purchased for the OCBA visitor center, it is no longer at the visitor center, **Justin has a spare flag and will put at the visitor center. Wayne will speak to Eastern National further about having rack card slots at the NPS Visitor Center.** A **motion** to approve the May minutes made by Wayne and seconded by Phoebe. Motion approved and carried.

Review of Action Items of July Minutes:

Chip to speak to Ruth at the OPS about having a rack card at the museum. To have the EMS building be more aesthetically pleasing, the board decided the best strategy is to wait until it is in place before approaching the subject again with Hyde County. A OCBA confidence report to our contributors will be conducted in the fall. Bob Oaks appreciates the information that has been sent, he feels its important to have additional correspondence to prove its efficiency. The board discussed sending out occupancy tax numbers and ferry traffic numbers each month as a way to prove the advertising campaign is working. The ball field sponsorship invoice was received and paid for 2018. **The school has received both checks for the 2017 and 2018 scholarships. Jeffrey to double check and make sure these have been paid.** Helena is working on getting the walking map/contributor drive started earlier. A **motion** to approve the July meeting minutes made by Wayne and seconded by Rudy. Motion approved and carried.

Review of Action Items of August Minutes:

A **motion** to table the retirement plan for the executive director for review again in the future made by Justin and agreed unanimously. Motion approved and carried. The Artificial Reef letter received a response that they cannot use the parts from the Bonner bridge for enhancement. Instead, a request has been made for Ocracoke to be considered as a part of the

Raleigh Bay area reef enhancement program to the reefs division of the DMF to be enhanced. Rudy talked to the ferry division about using Swan Quarter as a staging area to hold the materials until it can be moved by barge to the reefs. **Rudy to speak with the ferry division further.** Helena suggested speaking to the attendees at the next civic affairs meeting to see what they would like to hear rather than sending something out via email. **To get Ocracoke on more Search Engines, Helena suggested using third party booking engines such as Expedia and offer packages. Helena to look into this further.** John tried to get a beer permit throughout the Village for the Pirate Festival but was unsuccessful. The beer area will be next to the Village Thrift as it was last year. Teresa Oneal expressed that she wants to keep the Boat Parade small and would like OCBA's role in the event to be to promote it. **Helena and Martha to speak to Teresa more about this. The OCBA is planning a Christmas Tree Lighting ceremony, Helena and Kathryn have a list of all the dock owners and will reach out and see if they can be a part of this.** The board discussed ways to get more boaters here. Some suggested advertising may be with the Great Loop or the Intercostal Water Way. **Justin will follow up with Helena about advertising with the Great Loop.** Six NPS docks have been lost due to the Passenger Ferry loading area. This needs to be overcome as now there is limited spaces. **Helena will address the "Home of the Future Visitor Center" sign to the OPS board.** Helena has looked into the New York tourism conference, there is some concern about cost. She has been in communication with VIsitNC about the conference and will continue to look into it. Tommy Hutchinson agreed with having a walking map structure at the Variety Store, he said he would not charge for this. **Helena is looking into getting a structure that would fit best.** George Chamberlain had addressed the OCBA board about improvements at the Ocracoke Airport. **Helena will circle back with George and see what the next steps are.** **Motion** to approve the August minutes made by Phoebe and seconded by Rudy. Motion approved and carried.

Budget Approval:

The boat parade currently has a budget of \$2,650, since it will not need all of this funding, Kathryn suggested moving some of it towards the Harbor Lighting ceremony. **Radio advertising in the Nags Head area should be used for the Island Wide Yard Sale taking place on September 22. Helena to send out the budget for 2018/19 and request approval with a deadline.** Helena suggested having some money for paid volunteers at events. This will hold volunteers more accountable.

Photography Contest:

Helena and Kathryn created a photography contest to add new content to our website and walking map. There will be a need for some money towards prizes and certificates.

2019/20 Marketing Program (responsibility and Implementation):

An emergency press release is ready for the storm to get visitors back to the Island. **Helena has been speaking to Element about the ads that will be used once visitors are allowed back and will implement them when the time comes.** The board needs to decide where the OCBA wants to go in the future. The board needs to think and discuss what the implications of having the OCBA be the middle man in the marketing program. **Justin and Helena will work on putting together a list of what the OCBA will become if the OTTDA were to take over and what issues are at stake.**

Civic Affairs Meeting 5pm, September 19 at Community Center:

The meeting has been rescheduled due to Hurricane Florence. **Helena/Kathryn will send out the new meeting time to contributors.**

Executive Director Report:

Chris Osbourne from the UK came to Ocracoke and enjoyed his trip. He has a large following, Helena will forward any article he writes featuring Ocracoke. The Island Wide Yard Sale has 43 participants (8 businesses), the signs have been ordered and will be available for pick up the days before the event. There will be a \$20 deposit on the signs which will be given back once returned. The Maps highlighting participants will be distributed at the Variety store and the Visitor Center. **Phoebe suggested having Marty give a shout out of the event when he does his fishing report. Helena/Kathryn will look into this.** The Pirate Festival t shirts have been ordered, there are men's and women's in different colors. Helena has paid for the "e commerce" on the growthzone software so that the items may be sold online. Once it is up and running t shirts will be shipped out once or twice a week. The vendor fair currently has 25 vendors signed up with food and crafts. **Helena is going to meet with Tom Pahl so that he and other non board members may be a part of the ad creative process with Element Advertising.** The walking map/contributorship drive needs to be pushed out in the next 2 weeks. **Helena and Kathryn to work on this.**

Treasurer's Report:

Checking Account: \$53,952

CD in Reserve: \$34,547

Jeffrey and Helena to resend out budget as it stands for approval. **The budget committee will meet earlier (starting in October) to prepare for the following years budget.**

Meeting adjourned 10:16 am.