



**CURRITUCK COUNTY  
NORTH CAROLINA**

**Minutes - Regular Meeting of the Tourism Advisory Board**

September 9, 2024, 5:00 p.m.

Present:	Daryl Harlow Benjamin Beasely Janice Farr Sharon Price	Chair Vice Chair Board Member Board Member
Absent:	Damian Dondero Tracy Krizmanich Kenneth Lankford	Board Member Board Member Board Member
Staff Present:	Rebecca Gay Tameron Kugler	Interim County Manager Ex-Officio
Staff Absent:	Paul M. Beaumont	Ex-Officio

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**1. Call to Order - 5:00 PM**

1. Meeting called to order at 5:06 PM

**2. Approval of Agenda**

**MOVER:** Janice Farr

**SECONDER:** Sharon Price

AYES (4): Daryl Harlow, Benjamin Beasely, Janice Farr, and Sharon Price

ABSENT (3): Damian Dondero, Tracy Krizmanich, and Kenneth Lankford

**RESULT: Approved (4 to 0)**

**3. Approval of May 13, 2024 & November 13, 2023 Meeting Minutes**

**MOVER:** Sharon Price

**SECONDER:** Benjamin Beasely

Approval of November, 13, 2023, minutes.

AYES (4): Daryl Harlow, Benjamin Beasely, Janice Farr, and Sharon Price

ABSENT (3): Damian Dondero, Tracy Krizmanich, and Kenneth Lankford

**RESULT: Approved (4 to 0)**

**MOVER:** Benjamin Beasely

**SECONDER:** Janice Farr

Approval of September 9, 2024, minutes

AYES (4): Daryl Harlow, Benjamin Beasely, Janice Farr, and Sharon Price

ABSENT (3): Damian Dondero, Tracy Krizmanich, and Kenneth Lankford

**RESULT: Approved (4 to 0)**

**4. County Manager Report**

Rebecca reported that she did not have anything to report and thanked all in attendance for coming.

**5. Old Business**

**1. Discussion of Revisions to the Event Grant Guidelines**

- Tameron went over the intent of the event grant for– to bring new events to attract tourists to Currituck, and that the intent is to help them build up an event, not to prop them up – it is in the application that they should be striving for self-support.
- Discussed the possibly of a tier system at an earlier meeting.
- A profit or nonprofit is eligible for full funding of \$20,000 if all requirements met on application - after 3 years only eligible for 50% of full-funding if all requirements are met on application.

**2. America 250 North Carolina Grant**

- Received \$30,000 grant for John Jasper White statue – artist has started on design with Computer Aided Design (CAD) drawings.
- Needs to be approved by America 250 North Carolina.
- Statue is bronze but the fabric of the boat and arch will be corten steel.

- Structural engineer will work with artist and this will determine the depth and width of the concrete base.

## **6. New Business**

### **1. Rebranding – New Name**

- Tameron showed the video by Chandlerthinks.
- Uniform Resource Locators (URL) have been acquired and marketing has started with new name.
- The name was based on a lot of data of visitors, residents, regional areas, etc..
- Some businesses are already using the Northern Outer Banks – Northern Outer Banks Brewery, for example.
- Messaging for Mainland, part of The Northern Outer Banks, talks about a different visitor experience apart from the beach.

### **2. Christmas Event at the Outer Banks Center for Wildlife Education December 13, 14**

- Two showing of Polar Express each day at 3:00 and 6:30 p.m..
- Extension is letting us use their ticketing system as only 60 tickets will be allowed per showing in auditorium (240 in total).

## **7. Director's Report**

### **1. Occupancy Tax Report**

Occupancy Tax – no report this meeting as budget hasn't been rolled over yet.

### **2. New Team Members**

New Team Members – Taylor Mullins – Wildlife Resource Center and Emily O'Neal - Promo Events

### **3. Upcoming Events**

Upcoming events – Bulls & BBQ November 9, 2024 (Possibility it could be cancelled as the Master's is the weekend before and many of the competitors don't want to turn around and travel for the next weekend).

## **8. Board Members' Report**

- Board members mentioned that residents complaining about tax bill.
- BJs busy – Benjamin joined the Currituck Chamber Board.
- Built to Last, busy summer – material and labor costs have been up.

- Always in Bloom doing well.
- Sun Realty – good summer but glad it is on the wind down.

**9. Other Business**

No other business.

**10. Adjourn**

Adjourned at 6:30 p.m..

**MOVER:** Benjamin Beasely

**SECONDER:** Daryl Harlow

AYES (4): Daryl Harlow, Benjamin Beasely, Janice Farr, and Sharon Price

ABSENT (3): Damian Dondero, Tracy Krizmanich, and Kenneth Lankford

**RESULT: Approved (4 to 0)**