

Duck Merchants Association

General Meeting Minutes

March 22, 2018

PROCEEDINGS

1. Alayne Miksit-Perez, Treasurer, presided over the meeting and started by thanking merchants for renewing their memberships. The DMA was established to help promote Duck's business community and the board truly appreciates its active members.

The board elections, which were originally schedule for the March general meeting, will be postponed. The board is looking for more volunteers to fill the following positions: President, Secretary, and two Members At-large.

2. Nancy Caviness, Vice President, updated members on the status of the DMA map. The project is underway and will be distributed in May. After the map is completed the focus will turn to updating the website listings for each business. Members are encouraged to follow and tag the DMA on all social media posts. Members should also submit their events and live music schedule to calendar@doducknc.com.
3. The Easter Egg Hunt map is finalized and will be distributed to participating businesses in the coming week. The event poster has been posted on Peachjar, a digital flyer system, to help reach parents of school-aged children.
4. Meghan Beasley, from Island Bookstore, provided information on the Find Waldo event which will take place in the Town of Duck throughout July. Island Bookstore will be hosting the scavenger hunt to find Waldo in twenty-five local businesses. To participate, merchants may contact Meaghan at islandbksobx@yahoo.com by May 1.
5. The Outer Banks Visitors Bureau presented information on how they can help local businesses promote themselves. Tourism on the Outer Banks is a \$1.1 billion industry. The OBVB is funded through 1% occupancy tax and 1% prepared meals so the bureau represents a large scope of businesses on the Outer Banks.

While 70% of business is done during June, July, and August, the OBVB also focuses on marketing the benefits of traveling during the shoulder seasons. OBVB creates and distributes 400,000 shoulder season travel guides. Participation is free and in order to be included businesses must offer a 15% off promotion. Additionally, there are shoulder season marketing campaigns occurring outside of the Outer Banks; for example, the current transit bus campaign in Washington, D.C.

Other ways the OBVB promotes local business:

- A. There are two separate e-blasts; one is a monthly e-mail to visitors, the other is a weekly industry e-mail to local businesses.

- B. There is a new OBVB app that provides information to visitors on events based on their current location.
 - C. There are four welcome centers which distribute rack cards for businesses in the area. Members may drop off rack cards at their nearest welcome center or may have them picked up.
6. Joe Heard, Director of Community Development, provided an update on the progress of the pedestrian plan. The sidewalk installation is almost complete and the project will be moving forward with irrigation. The town has separately contracted for the landscaping between the road edge and sidewalk. The project deadline is May 15 but is set to be complete by the end of April.

Notes

- For more information on the Outer Banks Visitors Bureau visit outerbanks.org.
- Next general meeting will be April 26.