

For Approval October 21, 2020

**Chapel Hill/Orange County Visitors Bureau  
Virtual Board of Directors Meeting  
September 16, 2020**

**Board Members Present:** Pam Hemminger, Anthony Carey, Kayla Dempsey, Mark Bell, Sam Vadgama, Lydia Lavelle, Beverly Payne, Mark Sherburne, Tim Hoke, Jon Hartman-Brown, Matt Gladdek, Jamezetta Bedford, and Shannan Campbell.

**Not Present:** Dixon Pitt, David Brooks, Tanya Moore, Spring Council, and Libbie Hough.

**Staff Attendance:** Laurie Paolicelli, Patty Griffin, Tina Fuller, and Leslie Wilcox.

**Also present:** Chris Cavanaugh, Asheville/Buncombe County (Interim) Director for Explore Asheville.

### Call to Order

Chair, Anthony Carey called the meeting to order at 8:05 a.m.

### Approval of Minutes

Chair Anthony Carey requested a motion to approve the August 19, 2020 minutes. Tim Hoke so moved and Mark Sherburne seconded the motion. With all members in favor, the minutes were approved as submitted.

### Executive Director's Report

- July is the first month of the new fiscal year so the budget is largely uneventful at this point.
- This will be the first full fiscal year in which we experience the effects of the COVID 19 Virus on travel and tourism budgets and we anticipate our revenues being reduced by 70%.
- Currently we are receiving CARES Act grant of \$100,000 in tourism marketing received from the State of North Carolina "Count on Me" program. Patty Griffin will review in detail.
- We are also grateful that we received a CARES Act grants from the County for local staycation marketing, local safety messaging and broader reach marketing. \$25,000, \$5,000 and \$25,000 respectively.
- We continue to apply for any grants to help with budget and marketing.
- Our budget priority, at the request of the Orange County Board of County Commissioners, is protecting staff.
- I cannot give you a budget projection for more than 90 days. It's next to impossible knowing that the realities in travel and tourism and college education change daily.
- We will have to tackle relocation costs, because, as you know, we signed a 10-year lease on a new building right before the pandemic hit and construction bids were just received. In October I'll prepare you for that.
- In January 2021, we'll have to take a hard look at the budget realities and see how the national and state economy is trending and what realities we must confront in our economy in terms of demand, and what we are allowed to host.

### Presentations

- Chris Cavanaugh, Asheville/Buncombe County (Interim) Director for Explore Asheville. [Coronavirus and Our Strategic Response presentation.](#)

- Laurie reviewed the Visitors Bureau marketing campaign funded by CARES Act grant –“Get out. Give back.” Very localized. Produced a video with local elected officials giving messages to the community as to why its important to get out and give back.
- Patty discussed the \$100,000 marketing credit program the Visitors Bureau received from the State, Count on me NC. [VisitNC Tourism Marketing Credit Program](#). Patty also reviewed the quarterly newsletter that the Visitors Bureau will be issuing covering which local restaurants and retail are open and activities/attractions that people can do safely during the pandemic.

## New Business/ Roundtable

- Matt Gladdek – Chapel Hill Downtown Partnership  
Sidewalk expansion is going well. Offering and approving sidewalk dining grants. Working with town to reduce parking costs. Working on some future outdoor events. CHDP has hired Kevin “Kaze” Thomas, owner of Vibehouse 405 to help with event planning.
- Mayor Pam Hemminger – Town of Chapel Hill  
UNC has a committee discussing Spring semester. Decisions about October football home games won’t be made until the end of September and after Governor Roy Cooper’s orders. Discussions about preventing mass gatherings on Halloween. Percent positive COVID-19 among the college students is dropping. Sales tax revenue up over the recent months compared to last year probably due to more residents working remotely from home and ordering online. Downtown hotel still moving forward. FilmFest 919 still happening but will have a drive-in as part of the venue. More information to come.
- Mayor Lydia Lavelle – Town of Carrboro  
Shared challenges of the pandemic and how to encourage people to come out but to do so safely. Also preparing for Halloween and learning about best practices to safely celebrate Halloween.
- John Hartman-Brown – Town of Carrboro, Economic Development  
Joint marketing with Carrboro Business Association to encourage people that it is safe to come out to local restaurants and businesses. Fall festivals will be almost exclusively online via YouTube. Carrboro Tourism website goes live the end of September.
- Mark Bell – Town of Hillsborough  
Colonial Inn is about ready to open. Soft opening early November. Alliance for Historic Hillsborough is sponsoring Regulator History on September 24<sup>th</sup> which marks the 250 anniversary of the Regulator movement. Walking tour and online educations activities. Orange County Museum is open. Burwell School is hosting The Mad Women of Hillsborough as part of the 100<sup>th</sup> commemoration of the women’s right to vote. Hillsborough restaurants are working to stay afloat with several offering in dining room as well as sidewalk seating. Various galleries have various exhibits and featured artists. River Park concert and Handmade Parade have been canceled.
- Kayla Dempsey – North Carolina High School Athletic Association  
Last week we put our a calendar for the playoff championships event schedule. Off season workouts are happening if the school district allows it. Everyone in the school districts that are doing the voluntary workouts seems happy with the protocols.
- Commissioner Jamezetta Bedford – Orange County Board of County Commissioners  
Proposed development in Orange County. Rates of positive COVID-19 in the County. One week below 5%. Need two consecutive weeks below 5% before BOCC can loosen some orders. Funding for a second building at the Durham Tech Community Campus in the works. There is a committee studying and working on how commissioners are elected.
- Tim Hoke – Orange County Arts Commission  
Just completed their grant cycle. Garden concert in Hillsborough this weekend. Check the website for details <https://artsorange.org/>.

**Next meeting:** *Wednesday, October 21st*

Meeting adjourned at 9:29 a.m.

DocuSigned by:  
*Laurie Paolicelli*  
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Minutes reviewed by:  
Laurie Paolicelli, Executive Director

DocuSigned by:  
*Anthony Carey*  
664FC2EA161D477  
Minutes accepted by:  
Anthony Carey, Chairman

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