

For Approval February 16, 2022

**Chapel Hill/Orange County Visitors Bureau  
Virtual Board of Directors Meeting  
January 19, 2022**

**Meeting Recording:**

[https://orangecountync.zoom.us/rec/share/GDwT7ZUgl2SpXFZiTVRozln8NVCd-HhpBS92g805sUwKXABL1RTIKpK3orkW\\_Uc-.96ctH8nLN\\_Byp9M1?startTime=1642596623000](https://orangecountync.zoom.us/rec/share/GDwT7ZUgl2SpXFZiTVRozln8NVCd-HhpBS92g805sUwKXABL1RTIKpK3orkW_Uc-.96ctH8nLN_Byp9M1?startTime=1642596623000)

**Board Members Present:** Manish Atma, Tanya Moore, Sharon Hill, Mark Bell, Beverly Jo Payne, Heidi Werner Dawson, Dan Mayer, Spring Council, Jon Hartman-Brown, Matt Gladdek, and Earl McKee.

**Not Present:** Pam Hemminger, Aubrey Williams, Kayla Dempsey, Anthony Carey, Lydia Lavelle, Lili Engelhardt.

**Staff Attendance:** Laurie Paolicelli, Marlene Barbera, Patty Griffin, Tina Fuller, Susan Rice, Leslie Wilcox, Katie Murray, and Shannan Campbell.

**Also present:** Victoria Isley, CEO Visit Asheville. Sally Greene, Orange County Commissioner, Karen Stegman, Mayor pro tem, Town of Chapel Hill. Damon Seils, Mayor, Town of Carrboro. Tim Hoke

### **Call to Order**

Director Laurie Paolicelli called the meeting to order at 8:03 a.m.

### **Approval of Minutes**

Director Laurie Paolicelli requested a motion to approve the November 17, 2021 minutes. Mark Bell so moved and Sharon Hill seconded the motion. With all members in favor, the minutes were approved as submitted.

### **Executive Director's Report**

[Director's Board Meeting Presentation](#)

### **Presentations**

**Victoria Isley, Visit Asheville**

[Presentation](#)

### **New Business/ Roundtable**

- Daniel Mayer, Executive Director, ArtsCenter  
Dan will be leaving the ArtsCenter for a new position in Spartanburg, SC. Presentation of the new ArtsCenter space at 400 Roberson St, Carrboro.
- Matt Gladdek – Executive Director, Chapel Hill Downtown Partnership  
Jaycees pulled out of the Holiday Parade, looking into having the community run the parade next year. Three Holiday Markets – do differently next year, increase the budget for marketing and advertising. Reported on new restaurant openings: Seafood Destiny, Caribbean restaurant

on Rosemary St, Smoothie restaurant on West Franklin St, Pirate Captain, Raising Cane’s coming soon. Adopt a Block Program. Lobbying town to take over Franklin St from NCDOT

- Karen Stegman, Mayor pro tem, Town of Chapel Hill  
Restriping West Franklin St, balancing bike lanes with options for outdoor dining.
- Jon-Hartman Brown, Economic Development Director – Town of Carrboro  
Carrboro Tree Lighting. Water and sewer line project in Downtown Carrboro by OWASA. In-person events delayed due to COVID19.
- Damon Seils, Mayor, Town of Carrboro  
Restriping Main Street in Downtown Carrboro – pedestrian and bicycle friendly, safer and better for businesses
- Mayor Pro Tem Mark Bell & Shannan Campbell, Economic Development – Town of Hillsborough  
Ayr Mount – house is closed, grounds are open. Burwell School: celebrating bicentennial this year. Lantern Walk: Less than half normal attendance. Handmade Parade being planned for April. Working on Last Fridays and Art Walk events. Revolutionary War History Day moved to March. Reported on the success of Holiday Parade and Tree Lighting. Occupancy, food and beverage tax revenues are up, staffing issues with local business owners.
- Tanya Moore, Associate Vice Chancellor, UNC-Chapel Hill  
Campaign for Carolina, passed the 4.25 billion mark. The budget was passed, research funding is up. Students continue being tested for COVID19. New Provost: Chris Clemens.
- Katie Murray – Program Coordinator, Orange County Arts Commission  
Grant for big public Art Festival plus county funds in summer 2023. Eno Mill is doing well with over \$10,000 in sales. Big Night for the Arts: March 10<sup>th</sup>, 7pm. nonprofit arm of the Arts Commission received 501C3 designation for the IRS.
- Beverly Payne – Alliance for Historic Hillsborough  
Reported on events – Burwell School, Orange County Historical Museum, Hillsborough Alliance

**Next meeting:** *Wednesday, February 16, 2022*

Meeting adjourned at 9:28 a.m.

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

Minutes accepted by:  
 Anthony Carey, Chairman

2/23/2022  
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 Date

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 Date