

Approved April 20, 2022

**Chapel Hill/Orange County Visitors Bureau
Virtual Board of Directors Meeting
March 16, 2022**

Meeting Recording:

https://orangecountync.zoom.us/rec/play/qs8l2NZNrMhs1uibMlvO4HmVkhY_Fomxhi80APF6m5HphgMhuXjZXF0_DVzc1LAsQA6o5Us-BDZzWu4.xQatWLxb7RFp9mgr?autoplay=true&startTime=1647431007000

Board Members Present: Mark Bell, Spring Council, Heidi Werner Dawson, Lili Engelhardt, Jon Hartman-Brown, Lisa Ganzermiller, Matt Gladdek, Sharon Hill, Tanya Moore, Beverly Jo Payne, Damon Seils, Karen Stegman.

Not Present: Manish Atma, Kayla Dempsey, Pam Hemminger, Earl McKee, Aubrey Williams.

Staff Attendance: Laurie Paolicelli, Marlene Barbera, Tina Fuller, Susan Rice, Katie Murray, and Shannan Campbell.

Also present: Dana Simpson, Attorney; Dwight Bassett, Economic Development Officer – Town of Chapel Hill, Joel Gradensky (representing Manish Atma), Tim Hoke, Barbara Foushee, Carrboro Town Council.

Call to Order

Chair Mark Bell called the meeting to order at 8:06 a.m.

Approval of Minutes

Chair Mark Bell requested a motion to approve the February 16, 2022 minutes. Sharon Hill so moved and Karen Stegman seconded the motion. With all members in favor, the minutes were approved as submitted.

Executive Director's Report

- Paolicelli gave an overview of several new initiatives, including:
- New Space is open at 308 West Franklin Street. A grand opening will be held in May.
- James Taylor recorded a video and a sing-along tape; Governor Cooper, town officials, locals and notable celebrities also recorded videos.
- James Taylor released the video and his memories of Chapel Hill on on Friday, March 18 to his 4 million followers on social media #JTChapelHill. His manager reported being “floored” at the overwhelmingly positive response.
- Laurie, with board member Sharon Hill, discussed the launch of a separate Diversity website, that is part of the Bureau's diversity and inclusivity goals. <https://explorediversitync.com/>
- ARPA Funds on the meeting market, the last segment to recover (from the pandemic shutdown)
- Grant money: split between Marketing focused on Google Discover, LinkedIn, and search words and Data Mining Firm, R&G Solutions who help with providing the Sales Director with leads.
- Upcoming Programs: Let Curiosity Lead You Here/Community Gay Pride for June.

Presentations

Dana Simpson, Attorney – Smith, Anderson Law Firm

https://issuu.com/chocvb/docs/ncttc_chapel_hill_cvb_presentation_3.16.22_.ppt_9

New Business / Roundtable

https://issuu.com/chocvb/docs/event_information_provided_by_orange_county_vis_bu

Next meeting: *Wednesday, April 20, 2022*

Meeting adjourned at 8:59 a.m.