

Approved May 18, 2022

**Chapel Hill/Orange County Visitors Bureau  
Virtual Board of Directors Meeting  
April 20, 2022**

**Meeting Recording:**

<https://us06web.zoom.us/rec/play/KakrOKzwrSuL4IIEHLP0ZWtPFfphBNLWWBV0iIXk-yoMK-d3Fa6i3mbWqoGE8Q5JD90QSqqG-RF2GHg.3EkfP07YM6O2vH8S?autoplay=true&startTime=1650455164000>

**Board Members Present:** Manish Atma, Mark Bell, Spring Council, Heidi Werner Dawson, Lili Engelhardt, Jon Hartman-Brown, Matt Gladdek, Sharon Hill, Earl McKee, Tanya Moore, Beverly Payne, Karen Stegman.

**Not Present:** Lisa Ganzermiller, Pam Hemminger, Damon Seils, Aubrey Williams.

**Staff Attendance:** Laurie Paolicelli, Steve Brantley, Marlene Barbera, Susan Rice, Katie Murray

**Also present:** Karen DeHart - Associate Commissioner - Development, Marketing, and Administrative Services NCHSAA, Barbara Foushee, Tim Hoke.

### **Call to Order**

Chair Mark Bell called the meeting to order at 8:03 a.m.

### **Approval of Minutes**

Chair Mark Bell requested a motion to approve the April 20, 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**

<http://orangecountync.gov/2854/2022-Strategic-Plans>

- Next meeting at the Sheraton Hotel, new hotel TRU is now open
- UNC Basketball success brings lodging business, wedding business is coming back
- Challenges with restaurant staffing, Spring Council reporting that they are also experiencing issues at Mama Dip's Kitchen
- Jon Hartman-Brown reporting on the Southern Branch/Carrboro Library construction, completion date expected to be the end of 2023
- Beverly Payne talked about the upcoming rededication of the Occaneechi Village
- Manish Atma spoke on the hotel industry: room rates are up due to inflation but that the cost of supplies is also up, labor up close to 25%; Laurie mentioned Manish reopening the Sheraton during the pandemic
- Marlene's Report: \$150,000 Media Campaign Targeting Meeting Planners using Google Display, LinkedIn, CVENT, R&G Solutions
- From July 2020 to April 2021 received 16 leads, 2021 – 2022 it was 41 leads, since March 2022 to April 20, 2022 VB Sales – 28 referrals: Business is picking up since COVID19

- Wedding leads typically come directly to Marlene
- Corporate Meetings will be the last to ramp up
- Meeting/Hotel Video should be finished soon

## **Presentations**

**Karen DeHart, Associate Commissioner - Development, Marketing, and Administrative Services, NCHSAA**

NC HB 91 [https://wwwcache.highschoolot.com/asset/content/2021/08/25/19842356/H91\\_PCS\\_8-24-2021-DMID1-5rzq9i3xy.pdf](https://wwwcache.highschoolot.com/asset/content/2021/08/25/19842356/H91_PCS_8-24-2021-DMID1-5rzq9i3xy.pdf)

With Amendments: <https://www.ncleg.gov/EnactedLegislation/SessionLaws/PDF/2021-2022/SL2021-184.pdf>

In 2019 a football team was disqualified from the playoffs due to too many objections in a season, their Senator petitioned the NCHSAA Commissioner to overturn that ruling but it was denied. The outcome was NC HB 91 and a restructuring of the NCHSAA.

Some highlights:

- Changes to the appeal process
- No monetary fines for infractions (development of a demerit system, NC would be one of 2-3 states that will not issue and collect fines)
- External reputable auditor
- Changes with Corporate Sponsorship
- Must disclose all partnerships and financial support provided on an annual basis

## **New Business / Roundtable**

[https://issuu.com/chocvb/docs/chocvb\\_april\\_2022\\_events\\_for\\_board\\_meeting.docx](https://issuu.com/chocvb/docs/chocvb_april_2022_events_for_board_meeting.docx)

**Next meeting:** *Wednesday, May 18, 2022*

Meeting adjourned at 8:57 a.m.