

Approved June 21, 2023

**Chapel Hill/Orange County Visitors Bureau  
Board of Directors Meeting at Residence Inn Chapel Hill  
May 17, 2023**

**Board Members Present:** Mark Bell, Town of Hillsborough; Lisa Ganzermiller, AC by Marriott; Jon Hartman-Brown, Town of Carrboro; Sharon Hill, Orange County Economic Development; Tanya Moore, University North Carolina Chapel Hill; Beverly Payne, Alliance for Historic Hillsborough; Karen Stegman, Town of Chapel Hill Town Council; Shannan Campbell, Hillsborough Economic Development; Jerri Lynn Schulke, Downtown Chapel Hill Partnership.

**Not Present:** Manish Atma, Spring Council, Heidi Werner Dawson, Karen DeHart, Lili Engelhardt, Grace Holtkamp, Earl McKee, Damon Seils.

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

**Guest Speaker:** Dwight Bassett, Director of Economic Development and Parking Services – Town of Chapel Hill.

### **Call to Order**

Mark Bell - Chair, called the meeting to order at 8:09 a.m.

### **Approval of Minutes**

Mark Bell requested a motion to approve the April 19, 2023, minutes. Beverly Payne so moved and Sharon Hill seconded the motion. With all members in favor, the minutes were approved as submitted.

### **Dwight Bassett, the guest speaker, was introduced by Paolicelli**

Dwight Bassett is Director of Economic Development and Parking Services for the Town of Chapel Hill and here to provide all of us with updates on downtown Chapel Hill development projects, University Place (former Mall) timeline and the development at the corner of Estes and MLK. Dwight will give us an overview of the Wet Lab Development and Enterprise Zone slated for West Franklin Street.

- **Dwight Bassett's presentation:** <https://tinyurl.com/vx7vd698>
- Even though the number of local jobs sharply increased between 2018 and 2020, the percentage of Chapel Hill residents working in Chapel Hill fell from 41% to 30%.
- In the last 16 years, the number of Chapel Hill residents working locally fell by 1000 people. Research projects and startup companies are strong, but they consistently leave Chapel Hill, startups want to be with other like companies.
- Chapel Hill residents hold 13% of all jobs in Chapel Hill. In Durham, residents hold 30% of all jobs in the city.
- Economic Development Goals: 1) ReVive Goals – offering Minority and Women business opportunities/grants 2) Marketing & Communications – full time person hired

for this 3) Business Facilitation and Ombud – offering help 4) Town & Gown Relations – working on strengthening these 5) Downtown Together (Innovation District Plan) – monthly meetings, sharing ideas.

- Street Scape Program, making the downtown clean and safe.
- The goal is to provide a better market for businesses than relying on students.
- Top Challenges: 1) Make downtown cleaner, safer, and more attractive 2) Improve the Development Approval Processes for new businesses 3) Proactively market the district to attract businesses 4) Upgrade parking.
- An overview of key projects was presented including East Franklin Street Wet Lab project, “The Junction,”; Rosemary Street parking deck and office space; Enterprise Zone on West Franklin Street; new Wyndham Elements Hotel next to old town hall on Rosemary Street; University Place (UP) upgrades and timeline; Aura mixed use development on Estes and MLK.
- See PDF Presentation here. <https://tinyurl.com/yx7yd698>

### Executive Director’s Report

- Laurie reviewed the proposed budget of the Visitors Bureau for 2023/24. A general summary:
- Visitors Bureau division expenditure increase of \$333,058 from previous year based on increased advertising, promotions & events along with building improvements. Total revenue increase of \$487,791 based on projected occupancy taxes. The approved budget includes utilization of \$198,165 in fund balance.

<b>By Category (Visitors Bureau Fund)</b>					
Overhead	105,986	86,644	86,644	83,592	83,592
Personnel Services	526,520	558,709	581,901	580,239	580,239
Operations	446,765	1,154,164	1,154,164	1,466,936	1,466,936
Capital Outlay	493,711	0	0	25,000	25,000
<b>Total Expenditures</b>	<b>\$ 1,572,983</b>	<b>\$ 1,799,517</b>	<b>\$ 1,822,709</b>	<b>\$ 2,155,767</b>	<b>\$ 2,155,767</b>
Total Department Revenues	1,865,403	1,740,000	1,740,000	2,227,791	2,227,791
Transfer from General Fund	560,000	0	0	0	0
Appropriated Fund Balance	0	288,814	288,814	372,068	198,165
<b>Visitors Bureau Costs (net)*</b>	<b>\$ (852,420)</b>	<b>\$ (229,297)</b>	<b>\$ (206,105)</b>	<b>\$ (444,092)</b>	<b>\$ (270,189)</b>
<b>Total Department Expenditures</b>	<b>\$ 2,042,939</b>	<b>\$ 2,302,411</b>	<b>\$ 2,341,986</b>	<b>\$ 2,659,180</b>	<b>\$ 2,659,180</b>

### New Budget

After reviewing each line item and following a Q&A by board members, Mark Bell requested a motion to approve the proposed FY 2023-24 Budget. Beverly Payne so moved, and Sharon Hill seconded the motion. Jon Hartman Brown asked Laurie to clarify what the Visitors Bureau’s current fund balance is. Laurie will confer with the county finance manager and bring that information back to the next board meeting. With all members in favor, the (proposed) FY 2023-24 Budget allocations were approved as submitted. Final authority for the budget approval lies within the Board of County Commissioners who are scheduled to approve a county budget in June.

## New Business

### **Karen Stegman – Mayor pro tem, Town of Chapel Hill**

- Listed upcoming Pride events in Chapel Hill/Carrboro
- A complete list of events: <https://www.visitchapelhill.org/event/chapel-hill-pride-promenade/28852/>

### **Shannan Campbell - Planning Director, Hillsborough**

- Hillsborough is planning events on the weekends during Uproar.
- New mural being painted on the back of the Wooden Nickel
- Scheduling buskers during the summer
- Last Fridays remain popular for residents and visitors.

### **Katie Murray – Reporting on Uproar**

- The Visitor Bureau Board has been very supportive.
- Received sponsorship funding from WUNC.
- Our state magazine has committed free advertising in August issue will come out in July, promoting on social media platforms.
- Met fundraising goal and any extra dollars will be allocated to marketing.
- The new focus is on getting volunteers for the event.
- Katie will have a new full-time position for next year.

### **Beverly Payne, The Occaneechi Band of the Saponi Nation**

- Historic Hillsborough Excursion Day will be June 24, 10am-4pm in which the Historic Venues will be open to the public for tours, information, and celebration of the town's commitment to preservation and history.
- More information to come on this website: <https://historichillsborough.org/events/2023-06-24/>

### **Jon Hartman-Brown - Economic Development Director, Carrboro**

- Reminder about the Freight Train Blues events
- It will take place on Friday evenings from 6:30 p.m. to 8:30 p.m., from May 5th to June 23rd, 2023, at Carrboro Town Commons, 301 West Main Street, Carrboro, NC.
- This is a free concert series. Food and beer will be available for purchase.

**Mark Bell**

- New members will be needed for Vice Chair and Finance Chair of the Visitor Bureau Board soon; please reach out to Mark if there is any interest in serving at this leadership level.

**Next meeting:** *Wednesday, June 21, 2023, at the Sheraton Chapel Hill*

The meeting was adjourned at 9:20 a.m.