

Approved August 23, 2023

**Chapel Hill/Orange County Visitors Bureau
In Person Board of Directors Meeting
June 21, 2023**

Board Members Present: Mark Bell – Chair, Spring Council, Heidi Werner Dawson, Karen DeHart, Jon Hartman-Brown, Sharon Hill, Tanya Moore, Beverly Payne, Jeri Lynn Schulke, Damon Seils

Not Present: Manish Atma, Lisa Ganzermiller (has resigned her position), Lili Engelhardt, Grace Holtkamp, Earl McKee, Karen Stegman

Also Present: Stephanie Cobert, Downtown Partnership, Director of Marketing; Martina Brooks (representing Manish Atma)

Staff Attendance: Laurie Paolicelli, Marlene Barbera, Susan Rice, Katie Murray, Shannan Campbell

Call to Order

Mark Bell - Chair, called the meeting to order at 8:10 a.m.

Approval of Minutes

Mark Bell requested a motion to approve the May 17, 2023 minutes. Sharon Hill so moved and Beverly Payne seconded the motion. With all members in favor, the minutes were approved as submitted.

Introductions

Laurie Paolicelli' s presentation: <https://www.orangecountync.gov/3186/202324-Program-Goals>

Overview of 10 Priorities Right Now:

- July 19, Soccer Tournament + 60,000 in town, background on the 2 teams: Wrexham and Chelsea – celebrity ownership, European soccer teams, first international soccer competition held at UNC's Kenan Stadium
- Tickets for game (about 60,000) sold out in 4 days
- A portion of every ticket sold will be donated to the Pediatric Hematology Oncology Clinic at UNC Children's Hospital, the teams will visit the hospital while they are here
- Laurie did a run-down of the Itinerary for the teams: starting with a warm, red-carpet welcome at the airport for each team
- Uproar: Laurie will be presenting a Marketing Design to Katie on Friday, June 23
- Visitor Bureau is spending \$50,000 to promote Uproar: Saturday trolley, Ad Agency Campaign, swag, will market the festival to outside audiences

- Operating Visitor Center: open 6 days a week, funded by Orange County
- Monitoring Business Economy: Weekday business travel still not here yet, travelers blending business and leisure travel trips – sometimes with spouses and families
- Marketing: Black Indigenous People Of Color (BIPOC) And Diversity Programming: diversity website, LGBTQ marketing, mural on the side of the Visitor Center
- Publications and Ads: ex – Carrboro brochure, NC Farm Ap, promote Hillsborough on VISITNC
- Spreading The Destination Word Nationally, public relations and social media staff
- Articles in Pride Journeys and The Local Palate
- Storytelling our People and Places: Orange Slices, people remember talking to people and making a people connection
- Group Business: Cvent: spent \$50,000 - portal for meeting planners
- Accommodations: promoting area hotels
- Tacking Supply and Demand: short term rentals and Airbnb, occupancy tax collections
- 2023/2024 Budget

Discussion

- Mark Bell reported he is now traveling for business, often mid-week
- Question: what can the board do to promote/encourage business travelers to leave the hotel besides just for dinner
- Coming up with a list of things to do locally, offering package deals (combining hotel, restaurants, venues)
- Looking for experiences plus extra ideas for spouse/families joining business traveler
- Offering tours, very popular both hosted and self-guided
- Staff agreed to bring back ideas to August meeting

New Business

Tanya Moore - UNC

- August 21st will be the first day of classes at UNC, preceded by Orientation Week
- Maymester UNC course offered: Loving Your Local Art <https://summer.unc.edu/course-offerings/course-descriptions/art-and-art-history/>

Jon Hartman-Brown, Economic Development Director, Carrboro

- Annual Pride Parade will be June 30th starting at 4:30pm
- Parade will end at the Carrboro Town Commons for the Food Truck Rodeo and Dance Party

Katie Murray – Reporting on Uproar

- Save the dates: Friday, July 14 at Current on Franklin St, kickoff of Uproar
- Saturday, 12 at the Eno Mill, closing party – bands, winners of the show
- Katie needs volunteers, staffing the Visitor Centers, parties, etc.

Summer Council, Mama Dip's Kitchen

- Family is working on creating a new business model
- Looking for a new space in Chapel Hill that will suit their needs
- Will be trying to coordinate a new space before selling and moving out of their current location
- Damon Seils asked her to consider Carrboro, Beverly Payne suggested Hillsborough

Sharon Hill

- Thought the Visitors Bureau's Open House in May was terrific, she enjoyed everything especially the magician, band and local food
- Laurie talked about how former VB board members and former elected officials were sent invites and how much they appreciated being included since so many of them served on the Visitors Bureau Board in years past.

Next meeting: *Wednesday, August 16, 2023 at TBD*

Meeting adjourned at 9:06 a.m.