

**Chapel Hill/Orange County Visitors Bureau**  
**Advisory Board Meeting at Sheraton Chapel Hill**  
**March 20, 2024**  
**8:00 – 9:15 AM**

**Board Members Present:** Grace Holtkamp, Tanya Moore, Karen DeHart- Chair, Sam Vadgama, John Hartman-Brown, Anna Richards, Matt Hughes, Randee Haven-O'Donnell, Wendy Smith, Jeri Lynn Schulke, Donald "DR" Bryan, Shannan Campbell

**Not Present:** Sharon Hill, Anita "Spring" Council, Heidi Werner Dawson, Paris Miller-Foushee, Meredith Saybe, Steve Peck

**Staff Attendance:** Laurie Paolicelli, Marlene Barbera, Hannah Hemphill

**Guests:** Jessica Herrschaft, Ryan Stewart

**Call to Order**

Karen DeHart, Chair called the meeting to order 8:13 AM.

**Round Table Introductions**

**Approval of Minutes**

Karen Dehart requested a motion to approve the February 20, 2024 minutes. Randee Haven O'Donnell made a motion to approve the minutes and Sam Vadgama seconded the motion. With all members in favor, the minutes were approved as submitted.

**Booth Park Chapel Hill- Ryan Stewart**

- Booth Park, named after JE Booth, is a project at corner of Este and MLK, involving an invest of \$150 million with an expected economic impact of a quarter billion dollars. The development is intended to be mixed-use, incorporating various community elements, such as a park open to the public.
- The development will include 58 townhomes, 361 apartments, and 37 affordable housing units, including 8 with a community trust. These affordable units aim to serve individuals at 65% and 80% of the area median income (AMI). Additionally, the project includes subterranean parking facilities.
- The development will also feature amenities catering to the community's needs, such as three restaurant tenants, fitness facilities, veterinary services, and other essential services.
- During discussions, concerns were raised about the potential for the development to create a food desert, particularly if there is no access to a grocery store for residents of the housing units.

**Executive Director's Report**

- Occupancy tax is currently at \$238million and projected at \$271 million this fiscal year. Hotel rates are leveling out.
- The next soccer tournament at Kenan Stadium has been announced, with Manchester City staying at Carolina Inn. There are concerns about connectivity for visitors for the soccer tournament. We are meeting with Trolley Fleet from Raleigh to help address these issues.
- Visitors Bureau staff attended the VisitNC Tourism Conference. Governor Cooper and Secretary Saunders spoke optimistically about tourism, with emphasis on outdoor tourism and eco-sensitivity.

For Approval April 17, 2024

**Jessica Herrschaft with Clean, Inc. presenting Sneak Pique videos**

- Business Traveler Campaign ends in March '24
- Concourse in terminal 2 at RDU includes display ads
- The first round of Sneak Pique videos is being rolled out as part of the leisure campaign. Scouting for the second round has begun.

**New Business**

**Grace Holtkamp**

- We have partnered with Steele String Brewery to provide hemp for their non-alcoholic hemp seltzer, which will be showcased at Pluck Farm's 420 celebration.
- The Hillsborough Climate Challenge has introduced a passport program, featuring community events and recommended activities throughout Hillsborough. This initiative involves 35 community partners. Participants can earn stamps on their passports, and prizes will be awarded to those with the most stamps. Additionally, efforts include promoting climate-friendly menus at restaurants, offering regenerative farm tours at Union Grove, and organizing a tour of the Hillsborough Waste Water Treatment Plant.
- We are exploring the creation of a toolkit to assist other small towns in implementing sustainability initiatives.
- The goal is to raise awareness for Hillsborough's sustainable action plans.
- An event is scheduled for April 21st at the Blackwood Farm Pavilion.

**Shannan Campbell**

- Upcoming events in Hillsborough include River Park Concert, Handmade Parade, Flush Fest, Outlandish Hillsborough, and Moorefields. The Aldi has also opened.

**Matt Hughes**

- The Town of Hillsborough has approved conducting a parking study. A new nano brewery will open soon across from Antonia's. The VisitNC Tourism conference had an emphasis on AI and how Gen Z journalists are generating short, digestible content.

**Tanya Moore**

- Science expo on April 6<sup>th</sup>
- March Madness "Go Heels"

**Anna Richards**

- The PFAB meeting, scheduled for Friday, April 5th at 10 am, will focus on the Farmers Food Hub, Farmer Food Share, Orange County's revision of its land use plan, and the development of a new strategic plan, providing opportunities for community input with a particular emphasis on representation from the business community.

**Jeri Lynn Schulke – Chapel Hill Downtown Partnership**

- Starbucks is moving across Frankling Street. Raising Canes owns the former Starbucks. A pulp juice and smoothie bar will be moving into the corner space, and an Indian restaurant will replace Basecamp.

**Wendy Smith**

For Approval April 17, 2024

- 6 months in the new Arts Center, got ABC license, Arts Camp opportunities

**Randee Haven O'Donnell – Town of Carrboro**

- Library should be finished in the Summer
- New bakery coming soon
- Greg Meyers MOA rails to trails corridor to 70

**Jon Hartman Brown**

- TDA working on strategic plan

**Marlene Barbera**

- 3<sup>rd</sup> Annual Open House at Welcome Center on May 16<sup>th</sup> from 4-6pm

**DR Bryan – Southern Village**

- Upcoming events for Spring/Summer include Sunday music, Saturday outdoor movies, June 14<sup>th</sup> Symphony

**Next meeting:** *Wednesday, April 17, 2024 at the Carolina Inn*

The meeting was adjourned at 9:20 AM.