

For Approval October 19, 2022

Approved October 19, 2022

**Chapel Hill/Orange County Visitors Bureau  
In Person Board of Directors Meeting  
September 21, 2022**

**Board Members Present:** Mark Bell - Chair, Spring Council, Jon Hartman-Brown, Matt Gladdek, Sharon Hill, Tanya Moore, Beverly Payne, Damon Seils, Karen Stegman, Martina Brooks (representing Manish Atma)

**Not Present:** Heidi Werner Dawson, Lili Engelhardt, Lisa Ganzermiller, Earl McKee, Aubrey Williams, Shannan Campbell

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

**Also present:** Dr. Joseph Jordan - UNC Vice Provost for Academic and Community Engagement; Karen DeHart - NCHSAA Associate Commissioner - Development, Marketing and Administrative Services; Dr. Shameka Fairbanks - Chief Equity and Human Rights Officer Orange County, Annise Ginyard - Keller Williams Realty United; Marcus Ginyard – 2009 UNC Championship Basketball Player; Nancy Largent – Largent Creative Company; Jenny Shultz-Thomas – ArtsCenter Executive Director; Andrew Strickland - Corporate Director of Sales at Summit Hospitality Group, Ltd.

### Call to Order

Chair Mark Bell called the meeting to order at 8:11 a.m.

### Approval of Minutes

Chair Mark Bell requested a motion to approve the August 17, 2022 minutes. Sharon Hill so moved and Karen Stegman seconded the motion. With all members in favor, the minutes were approved as submitted.

### Introductions

#### Guest Speaker, Dr. Joseph Jordan

- Joined UNC as director of the Sonja Haynes Stone Center for Black Culture and History, new director starting January 1, 2023
- Named vice provost for academic and community engagement
- Every dept. at UNC has a mission and a mandate for diversity
- Moment of Reckoning – UNC history, some good, some not so proud of: examples – Cemetery Issue, Silent Sam
- Intent to move the university forward
- UNC – self-examination and introspection re: diversity

### Diversity Website

Nancy Largent demonstrates website: <https://chapelhilldiversity.com/>

Sharon Hill - We want to direct some of the 70% of US economic growth to Black owned businesses. We want to bring access to Black owned and minority-owned businesses.

Marcus Ginyard – Best way to promote the website to the public  
Laurie: Ad agency, Clean, will be launching a roll-out, contacting WRAL  
Matt Gladdek – Can we get a map pin-pointing the businesses

## New Business

Jenny Shultz-Thomas

- ArtsCenter will be breaking ground tomorrow (Sept 22) on the new ArtsCenter

Damon Seils

- Access to the parking at the 203 Project is closed/limited
- Carrboro Music Festival is back after 2 years, Oct 2

Matt Gladdek

- Clean & Green Program progressing, applications/hiring possibly next month

Katie Murray

- 6th Annual Paint It Orange Plein Air Paint-Out & Wet Paint Sale, Oct 5-7

Beverly Payne

- 37<sup>th</sup> Annual Occaneechi-Saponi Pow-wow Oct 22 & 23
- Hillsborough Alliance hired a new executive director

Shannan Campbell

- Moorefields Bluegrass Festival, rescheduled to Oct 15
- Half Marathon is back
- Sleepy Music Fest in Northern Orange County
- Underway: Train Station Project & Greenway (Ridge Walk)

Tanya Moore

- University Day, Oct 12
- Christy Young, sends out 2X month Communications Newsletter for UNC events

Karen Stegman

- Durham Pride Event this Saturday (Sept 24)

Jon Hartman-Brown

- West End Poetry Festival, Oct 14 & 15

**Next meeting:** *Wednesday, October 19, 2022*

Meeting adjourned at 9:12 a.m.