

Approved September 21, 2016

MINUTES

Chapel Hill/Orange County Visitors Bureau Board of Directors Meeting August 17, 2016

The Chapel Hill/Orange County Visitors Bureau met at
The Courtyard, Chapel Hill, NC

Board Members Present: George Cianciolo, Rosemary Waldorf-Chair, Karen DeHart, Aaron Bachenheimer, Penny Rich, Shannan Campbell, Andrew Strickland, Meg McGurk, Tim Hoke, Mark Sherburne, Michelle Johnson, Mark Bell, Annette Stone, Lee Storrow

Not Present: Allison Nichols-Clapper, Jeffrey Strickler, Nitin Khanna, Lee Pavao

Staff attendance: Laurie Paolicelli, Marlene Barbera, Allison Chambers

Also present: Caleb Miles, President/CEO, Convention & Visitors Bureau, Pinehurst/Southern Pines Area, Bill Krueger and Chris Nelson of Conventions, Sports & Leisure Market Research, Robert Bruce, Director of the Friday Center, Jody Rumble, General Manager, Hyatt Place and Lisa Ganzzermiller, General Manager, The Courtyard, Chapel Hill.

Call to Order

Chair Rosemary Waldorf called the meeting to order at 8:08 am.

Introductions were given by all.

Approval of Minutes

Ms. Waldorf requested a motion to approve the June 15, 2016 minutes. George Cianciolo so moved, Aaron Bachenheimer seconded. With all members in favor, the minutes were approved as submitted.

Finance Report

Penny Rich, Finance Chair, reported that the Orange County Board of County Commissioners approved the Visitors Bureau budget for 2016-17 of \$1.5 million on June 21, 2016. This budget reflects a 7% increase in occupancy tax and an increase in contribution from the Town of Chapel Hill. The county raised the Visitors' Bureau administration fee this year to reflect the amount stated in the indirect cost analysis. Staffing levels have remained the same and a new Arts Commission head has been hired. Advertising will remain consistent with an approximately \$400,000 allocation. More funds are being allocated to events such as TerraVITA and some local arts events, as well as bringing the North American Travel Journalist Association to Orange County for their May 2017 conference, which will bring 100 journalists to the county and cost the bureau approximately \$30,000. They are coming despite HB2 and she is appreciative of that and feels that Orange County is sending a strong and positive message that all are welcome here.

Guest/host speakers

Paolicelli introduced principals with Convention Sports and Leisure (CSL) a research firm hired to study potential demand generators for Orange County's growing tourism industry and hotel supply. In addition, Paolicelli gave the floor to Caleb Miles, CEO with Pinehurst Aberdeen Convention and Visitors Bureau—a destination in North Carolina experiencing similar challenges and growth potential.

Caleb Miles gave a background on that Visitors Bureau experience with a similar study.

Saturday, August 20. Last Friday Art Walk continues each month. Hillsborough will be hosting outdoor concerts on the lawn of the courthouse each Sunday from 2-5 pm. The Handmade Parade will be on October 15.

Meg McGurk shared that they would be participating in the Good Neighbor Incentive again this year to welcome back the students and are looking for volunteers if anyone is interested. The downtown pop up farmers market is returning with more vendors on Thursdays from 3:30 to 5:30, August through October. Tar Heel downtown is happening on Friday, September 16. Projects underway in downtown Chapel Hill include the AC Hotel, Rosemary St. streetscape and Porthole Alley improvements.

Karen DeHart shared that High School sports started August 1. Live Football on Time Warner Cable will start this Thursday, August 18. The NCHSAA strategic priorities are health and safety of the athletes, improving officiating, sportsmanship initiative and coaches education.

Laurie Paolicelli reported that Lee Storrow will attend the LGBTQ International Gay Lesbian Travel Association Conference in Las Vegas in December on behalf of the Visitors Bureau.

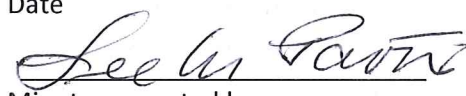
Rosemary Waldorf reported that the Hyatt Place will open in first quarter 2017.

Meeting Adjourned at 9:49 am.



Minutes reviewed by: 8/17/2016
Laurie Paolicelli, Executive Director

Date



Minutes accepted by:
Rosemary Waldorf, Chairman

*for
LWP*

Date