

For Approval September 21, 2022

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**Chapel Hill/Orange County Visitors Bureau
In Person Board of Directors Meeting
August 17, 2022**

Board Members Present: Manish Atma, Mark Bell - Chair, Spring Council, Heidi Werner Dawson, Lili Engelhardt, Jon Hartman-Brown, Lisa Ganzermiller, Matt Gladdek, Tanya Moore, Beverly Payne, Damon Seils, Karen Stegman

Not Present: Sharon Hill, Earl McKee, Aubrey Williams, Shannan Campbell

Staff Attendance: Laurie Paolicelli, Marlene Barbera, Susan Rice, Yvonne Spruell, Katie Murray

Also present: Jessica Herrschaft – Group Business Director, Clean: Advertising & Design, Jon Parker – Creative Director, Clean: Advertising & Design, Dwight Bassett - Economic Development Officer for the Town of Chapel Hill, Grace Holtkamp, Merry Hill Farms

Call to Order

Chair Mark Bell called the meeting to order at 8:04 a.m.

Approval of Minutes

Chair Mark Bell requested a motion to approve the June 15, 2022 minutes. Lili Engelhardt so moved and Beverly Payne seconded the motion. With all members in favor, the minutes were approved as submitted.

Introductions – Welcome Back

Tourism and Travel Updates, Executive Director

- Hotel Occupancy demand is strong, rates are up though occupancy mid-week is lagging
- “Bleisure” – visitors are coming for business conferences and staying longer for leisure travel
- Short-term rentals are effecting hotel business
- Getting the message out – visitors need to know who we are. How do we effectively reach them in today’s social media platforms
- New publications: Visitor Guide, new map, new restaurant map
- Marlene – “March” Madness will be held on October 27th (rather than waiting until March 2023)
- The annual Black Alumni meeting returning to Chapel Hill (held in Durham last couple years)

Clean Presentation

<https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:3f3d6f21-ce35-4e02-bfa9-b753af7c7388#pageNum=1>

New Business

Manish Atma

- Thank you to Manish for hosting the August Board meeting
- Atma Hotel Group New Food Truck - Five Loaves & Two Fishes Food Truck (Jamaican food)

- The Sheraton hosts the football teams for UNC

Katie Murray

- New festival Uproar, July 2023
- Paint it Orange, Plein Air event, 3 days in Oct, last day will be an art showing and sale
- Eno Mill, Last Fridays events – music, food trucks, art

Jon Hartman-Black, Damon Seils

- Carrboro Music Festival is back after 2 year hiatus, paying musicians now
- 203 Project will be underway soon, alternate parking will be available during construction

Tanya Moore

- Trustees have approved the new porthole alley building, meeting with architectures then Town of Chapel Hill for approval. Possible start/finish of project in 2025?
- Potential that current business occupants will need to vacate buildings Jan-Jul 2024

Matt Gladdek

- New employees hired for the Downtown Partnership
- Paving Franklin Street with bike lanes/Added 16 planters to downtown
- Applied for ARPA funds to be used to keep the streets clean
- Arts Festivals this fall at 140 West
- Buskers will be back when the weather is cooler but not too cold
- The Notre Dame football game will be a big event in Chapel Hill
- More money was given to the Partnership towards events
- Holiday Parade, taken over from the Jaycees
- Partnering with Playmakers to encourage patrons to dine in Chapel Hill

Dwight Bassett

- Downtown Together/Innovation Hub
- Launch, began in 2012

Beverly Payne

- New Fall Pow Wow, Oct 22&23rd 10am-6pm in Alamance County
- Hillsborough Alliance is looking for a new Executive Director and Communications Position
- Occaneechi Replica Village getting lots of interest

Laurie Paolicelli

- Welcoming Grace Holtkamp from Merry Hill Farms, Hemp grower and wedding venue
- Diversity website will be presented at the next board meeting (postponed Aug 17)

Next meeting: *Wednesday, September 21, 2022*

Meeting adjourned at 9:07 a.m.