

For Approval April 25, 2018

MINUTES

Chapel Hill/Orange County Visitors Bureau Board of Directors Meeting March 21, 2018

The Chapel Hill/Orange County Visitors Bureau met at
The Barn of Chapel Hill at Wild Flora Farm, 7316 Morrow Hill Rd, Chapel Hill 27516

Board Members Present: Kayla Dempsey, Aaron Bachenheimer, Penny Rich, Lydia Lavelle, Jeffery Strickler, Annette Lafferty, Anthony Carey-Chair, Lee Storrow, David Brooks, Meg McGurk, Libby Hough

Not Present: Andrew Strickland, Rachel Schaevitz, Tim Hoke, Rosemary Waldorf- Vice Chair, Mark Sherburne, Mark Bell, Shannan Campbell

Staff attendance: Laurie Paolicelli, Marlene Barbera, Allison Chambers, Katie Murray

Also present: Linda Convisor, Director of Community Relations, UNC-Chapel Hill, Kara Brewer, Owner of the Barn of Chapel Hill at Wild Flora Farm

Call to Order

Chair Anthony Carey called the meeting to order at 8:09 am.

Introductions were given by all.

Host Welcome

Kara Brewer welcomed all to the Barn sharing that it is located on twenty-two acres in the White Cross Township of Orange County. They hold mainly weddings and educational events and can accommodate up to 250 guests, but recommend around 200. They offer floral workshops and family events and last fall one of the TerraVITA events was held at the barn. They offer their guests a preferred caterer and hotel list.

Approval of Minutes

Chair Carey requested a motion to approve the February 21, 2018 minutes. Penny Rich so moved and Aaron Bachenheimer seconded. With all members in favor, the minutes were approved as submitted.

Finance Report

Finance Chair Penny Rich reported that the 2018-19 budget request has been submitted. The budget shows an increase of 5% in occupancy tax budgeted and an increase in the amount of fund balance budgeted. Reports show that the hotel demand rate is down. She and Laurie Paolicelli met with a representative of the county's Tax Administration Office to learn about how AirBNB is affecting occupancy tax collections in the county. In 2017 AirBNB collected \$6.6 million in revenues in Orange County, but this is not reflected in the occupancy tax received from them during the same period. All hotels across Orange County made \$48.7 million in revenues in 2017. Laurie Paolicelli shared that General Managers are concerned about erosion from AirBNB. There are 361 AirBNBs in Orange County presently. It's important to note that AirBNBs are considered residences rather than businesses. Chair Carey offered three leading questions: are they in violation of restrictive covenants, is food and beverage being offered and are they adhering to ADA regulations? Aaron Bachenheimer shared that AirBNB has become a health and safety issue among UNC students.

Economics of Orange County Arts Report

Katie Murray, Director of the Orange County Art Commission, which is part of the Orange County Managers Office and is supported by the County's occupancy tax offered a report on the State of the Arts of Orange County. Part I of the report

focused on the current economic impact of the arts in Orange County. 341 regions across all 50 states participated in the study with 2015 data being collected in 2016. Two sets of data were collected: 82 nonprofit organization surveys and 1,000 audience surveys. Based on the findings of the report arts audience spending in Orange County was \$36.6 million with 78% of that happening in Chapel Hill. Spending was generated through transportation, souvenirs and gifts, meals, child care and overnight lodging. 93% of those answering this survey said they traveled to Orange County specifically to attend an arts event. By a small majority most attendees live in Orange County with the exception of Hillsborough which experienced 61% of arts visitors coming from outside of the county. The non-profit arts industry generates an estimated 5,001 full-time equivalent jobs and \$105,151,000 in resident household income. In 2015 creative sector jobs in Orange County ranked 4th behind health care, service industry and retail. The top 5 creative occupations are photographers, writers and authors, musicians and singers, graphic designers and public relations specialists. Comparatively Hillsborough was third among cities with populations less than 10K, Carrboro was 4th among cities with populations of 15K-25K and Chapel Hill was 1st among cities with a population of 50-70K in total \$ impact of the arts. In total county impact Orange County was 1st in counties across the country with a population of 100-200K. Current challenges of the Arts Community: advocacy on behalf of specific issues, services to assist artists and arts organizations, funding, promotion and marketing, and connections and collaborations. Moving the arts forward will include these initiatives: support the providers, connect the arts community through events and projects, promote the arts community, advocate on behalf of issues involving the arts, and provide studio space.

Executive Directors Report

Laurie Paolicelli shared that our visitors expect arts and entertainment and the 2018-19 budget request submitted to the County Manager increases the share of occupancy tax revenues increased to 10% mostly funded by new hotel occupancy tax revenues. On April 12 Mayor Pam Hemminger will host a Hotel Summit to talk about what the town can do to increase hotel demand in Chapel Hill. The Summit will be held from 3 to 5 pm at the new CURRENT space at Carolina Square. The Visitors Bureau is producing an Orange County Neighborhoods Guide to share information in a 48 page magazine with color photography by Alicia Stemper and design by Gwen Blackburn. Laurie Paolicelli is hoping the board will send Mayor Lydia Lavelle to the LGBT travel conference in FL this December to increase our momentum in that tourism area. There will be a friends meeting this coming weekend in Elkin, NC to discuss ongoing work on the Mountains to the Sea Trail.

Sales Report

Marlene reported that she traveled to Dayton Beach, FL, February 26-28, 2018 to attend the Rendezvous South Meeting Planners tradeshow. She had nineteen individual meetings with planners attending the event. On March 15 she held a March Madness UNC Meeting Planner Event at the UNC Student Union and 124 UNC meeting planners attended with 82 of those being new since she held the event last spring. Thirteen hotels and caterers participated in showcasing their venues to the planners.

New Business/Roundtable

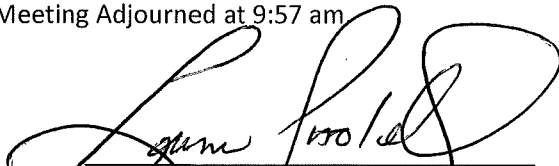
Chair Carey acknowledged all for updates in their respective fields:


- Kayla Dempsey reported that High School Basketball completed this year's season with state championships that were played the weekend of March 10 with 2A and 4A games for both boys and girls being played at the Dean E. Smith Center on the UNC Campus. On Saturday March 24 the NC High School Athletic Association will host a High School Athletics Conference at the Sheraton of Chapel Hill and they expect 145 student athletes to attend. They are starting a push to emphasize good sportsmanship across all of NC High School Athletics.

- David Brooks shared that the Hillsborough Chamber of Commerce will present Farm Fare this Sunday, March 25 at the Barn at Lloyd's Dairy in Efland. Farm Fare allows visitors to enjoy small plates and samples prepared by our local farms, farm to fork restaurants and food artisans, while experiencing farm life and heritage. This event has now been postponed due to poor weather forecasts. The Triangle Area Polo Club will hold a charity event for the benefit of the NC Children's Hospitals at the club on May 19.
- Meg McGurk reported about the flags that are up to celebrate the home countries of our fellow community members in Chapel Hill in advance of a new downtown event - Near & Far. Near & Far - A Local Celebration of Global Culture is on Sunday, April 8th from 2:00 pm - 5:00 pm on the 140 West Plaza in Downtown Chapel Hill. Near & Far is a local celebration of our global community. Community and campus cultural groups will share their heritage through crafts, activities, and interactive experiences. Music, dance, and spontaneous performances will fill the stage and street. The lively street party will have a variety of international food, tastings from downtown restaurants, interactive activities for kids, and much more.
- Katie Murray shared that the Arts Commission will be part of the 2nd Annual Arts Everywhere Day at UNC. This will be the University's second annual campus-wide celebration of the arts and creativity. From Franklin Street to UNC Hospital, there will be hands-on art making activities, pop-up performances, colorful installations, and more. The Arts Commission will be in the former Ackland Museum Store space and will make a quilt with a social justice theme.
- Jeff Stickler reported on behalf of the Alliance for Historic Hillsborough that they will offer a Sunday History Hike-The Regulators at 11 am on Sunday March 25 as well as Historic Hillsborough Saturday Guided Tours also beginning at 11 am. They will soon announce dates for the return of the very popular Food & History Crawl.
- Annette Lafferty reported that Carrboro Open Streets will be held from noon to 4 pm on Sunday, April 8 on Weaver Street. See what happens when the Town closes a street to cars and reclaims this public space with all sorts of other car-free activities. Bike, climb, dance, and so much more. Come experience your street in a new way--fun for young and old alike. With new activities this year! On the restaurant front, Oak Leaf has opened next to Fleet Feet after its move from Pittsboro. Mel's will reopen on April 3.
- Aaron Bachenheimer shared that the University has recently held Admitted Students Day and his office is busy planning for the Northside Festival which will be held April 28.
- Libby Hough shared that she was glad to be back on the board serving in the At Large capacity and is here to help. Her main interests are in facilities, Arts, Agriculture and History.

We will meet next month at the Sheraton Chapel Hill, 1 Europa Drive, Chapel Hill, NC 27517

Meeting Adjourned at 9:57 am


 Minutes reviewed by:
 Laurie Paolicelli, Executive Director
 Date 4/25/18


 Minutes accepted by:
 Anthony Carey, Chairman
 Date 4/25/18