

For Approval November 14, 2018

**MINUTES**  
**Chapel Hill/Orange County Visitors Bureau Board of Directors Meeting**  
**October 17, 2018**

The Chapel Hill/Orange County Visitors Bureau met at  
UNC Health Care, Hillsborough Campus

**Board Members Present:** Kayla Dempsey, Lydia Lavelle, Anthony Carey, Chair, Tim Hoke, Aaron Bachenheimer, Andrew Strickland, Jeff Stickler, Mark Bell, Tanya Moore, Rosemary Waldorf, Annette Stone, Elinor Landess

**Not Present:** Lee Storrow, Rachel Schaevitz, Mark Sherburne, David Brooks, Libby Hough, Penny Rich, Shannan Campbell

**Staff attendance:** Laurie Paolicelli, Marlene Barbera, Allison Chambers, Travis Myren

**Also present:** Anna Wu, Associate Vice-Chancellor for Facilities Services at UNC, Gordon Merklein, Associate Vice Chancellor, University Real Estate Operations at UNC, Sarah DeGennaro, Executive Director at The Alliance for Historic Hillsborough

**Call to Order**

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

Introductions were given by all.

**Host Welcome**

Jeff Strickler, DHA, RN, Vice President at UNC Hospitals welcomed the board to UNC Hospitals, Hillsborough Campus. He explained that the hospital is constantly balancing the science and the patient experience. He mentioned that we are fortunate to be the home to two Nobel Prize winners with ties to the university and the hospital. They are forming more public/private partnerships and relationships with other universities such as NCSU that improve patient care through technology and are perfecting Cancer treatments that are sparing more of the healthy cells so people don't experience the side effects they may have several years ago. UNC Health Care at Hillsborough is now an 83 bed facility with their numbers creeping up a little bit more each year. Their 10 room emergency department is seeing 24,000 patients a year; they have 8 operating rooms, as they were built to be a specialty surgical hospital and are completely the site of UNC's joint replacement surgery, elective spinal surgery, ophthalmology surgery and non-cancer Ob-Gyn surgery. They have added pulmonary services and drug loading services as well as geriatric medicine. They have been open three years and average about 50% full capacity. A workforce engagement study showed they have received an 85% favorable employee rating with another poll showing they are better than 95% of hospitals across the county in patient satisfaction. They are currently building a linear accelerator, which increases and focuses a beam of radiation that will be used in outpatient oncology treatment and are doubling the size of their infusion center to deliver chemotherapy. They have received state approval to move ahead with the next phase of development which will be a second bed tower adding 50 beds and accommodating the rehabilitation hospital in Hillsborough. Rehab patients are at the hospital for a longer periods of time and Hillsborough offers them better accessibility and parking. They hope to break ground on this project within the next year with construction taking two years, from an economic development stand point this is a 75 million dollar project. They have just received notice that they are now a certified geriatric emergency department which aligns well with the geriatric programs already housed at this location. This means that they have special training, equipment and procedures focus just on the geriatric patient and are the only hospital in NC to possess this designation

and one of only 20 in the U.S. The main hospital in Chapel Hill will add a peri-operative (everything that has to do with having surgery) hospital which will be a \$290 million project including 24 operating rooms and 56 ICU beds with two of the sky bridges being replaced. This is a three year project.

### **Approval of Minutes**

Chair Carey requested a motion to approve the September 12, 2018 minutes. Mark Bell so moved and Tim Hoke seconded. With all members in favor, the minutes were approved as submitted.

### **Guest Speaker Report**

Anna Wu and Gordon Merklein of UNC attended the board meeting in order to present the University's most recent master plan, which is their guide for physical planning on the main campus at UNC-CH and a blueprint for Next. The most recent past plan was formulated in the late 90's and has carried to university through the present and guided them through the implementation of nearly 6 million square feet of development. The planning process used the strategic framework to lead it. The two pillars that came out of the strategic framework were: of the public and for the public; innovation made fundamental. Through these processes they formulated three big ideas including transportation, open space and development of infrastructure to use as lenses that they will look through and each project, large or small, to advance at least one of those themes. At present thirty percent, or 6.4 million square feet, of the buildings on campus are in poor to severe condition and this is something all UNC system institutions are struggling with. They will continue to focus on the main campus as the heart of the University. Some buildings are slated for demolition, including Odom Village and Berryhill Hall, the latter will be replaced with a new medical education building. Arts Everywhere has been a tremendous ambassador for the arts and has challenged the planners to make it more visible and encourages the campus to engage with the arts. They plan to improve and amplify the welcome to campus which includes the improvements to Porthole Alley and the relocation of the university's Visitor Center to Franklin St. Transit in the form of light rail is coming and will build four stations on campus and these will be places that there is direct interface with visitors and will improve the campus' east/west and north/south connection. The Hub Concept is the colocation of different types of disciplines on campus to spur innovation. This concept makes it possible to use a building for uses that make it welcoming to all and as an example a maker space (combination of home economics and shop) was recently added to the first floor of Carmichael Dormitory. The University is buying buildings on the south side of Franklin St. so that they can control what tenants go in those buildings in order to keep that space attractive on the campus side, which is the businesses backdoor. They now own 118, 122 and 128 E. Franklin St. This includes two restaurants and the Franklin Center. The largest hub will be located in south campus where Odom Village is now located will have research buildings as well as private/public partnership buildings with housing. These buildings can house mature startups. This area will also be home to a new campus recreation center. As they look to their outlying pieces of land they realize there is still capacity on the main campus. Proximity is critical to a successful innovation district. As they look ahead 10-15 years they see the majority of growth happening on the main campus. They will also focus on renovating undergrad bed spaces to make what they already have more appealing to students.

### **Finance Report**

In the absence of Finance Chair, Penny Rich, Laurie Paolicelli reported that the budget is mostly uneventful and that the occupancy tax collections continue to trend upward. Revenues are stable and our ad agency FleishmanHillard continues to be our greatest expense and we continue to monitor our expenditures with a marketing committee meeting on November 1 to evaluate their performance to date. Marlene is traveling to tradeshow which is producing a bump in group spending.

## Executive Director's Report

Laurie Paolicelli shared that she is excited about the opening of the UNC Visitor's Center on Franklin St. and hopes they will provide some space to illustrate the four ways to enjoy the County: Carrboro, Hillsborough, Chapel Hill and the surrounding rural countryside. She thinks the connectedness will be helpful to families staying in the county because of a hospital stay and getting out seeing the area. We will be utilizing digital influencers that have at least a quarter million followers over the next 6 weeks. These are family, LGBT, food, bicycling and walking bloggers. The printed Visitors Guide is in production. Marlene is working on Sunday-Thursdays visits and hospital patient family services.

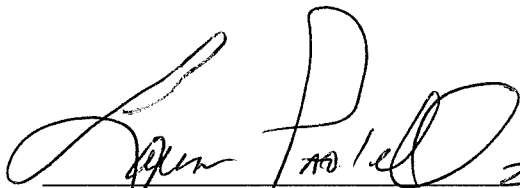
## New Business/Roundtable

Chair Carey acknowledged all for updates in their respective fields:

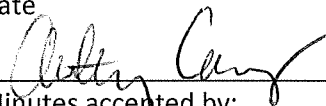
- Mark Bell reported that Hillsborough has undergone an extensive sidewalk and downtown revitalization. The Historic District Commission will hold a special meeting just to hear about renovation plans for the Colonial Inn. The town board has given approval for the zoning request and to parts of the special use permit. He assumes a November approval with ground breaking in December or January. Hillsborough has several holiday plans in the works.
- Travis Myren shared that Orange County Economic Development will hold an Economic Summit this afternoon on WCHL Radio to showcase some of the exciting things going on in the county. The summit will be made up of a series of panels highlighting new business recruitment, tourism, the Ag economy and vocational education provided by Durham Tech in Orange County.
- Sarah DeGennaro shared that Hillsborough has been working on branding and consistency as well as new photo stock. They are pushing their advertising into Greensboro, Winston-Salem and High Point as well as Danville and southern Virginia.
- Lydia Lavelle spoke about the Carrboro Poetry Festival that is starting on October 17. Annette Stone shared that their poet laureate is Drew Phillips. She thanked Laurie Paolicelli for bringing to the meeting the *Our State Magazine* issue that features *Main St. Carrboro*.
- Tim Hoke reported that the Plein Air artwork will be shown at the C3 co-working space in Hillsborough with the paintings priced very affordably. The River Park Concert is happening on October 27.
- Elinor Landess reported that the downtown partnership is gearing up for a new director whose start date should be in January 2019. Their board has recently identified some goals for a unified vision: rebranding to find a brand that locals and visitors can get behind and advocating for funding and finding new streams of funding. The 2<sup>nd</sup> Friday Art Walk will get a facelift and they have awarded grants to local business for facade improvements.
- Andrew Strickland of the AC Hotel reported that they had a slow summer but that the fall was very busy. People are still coming to football games despite the losing season.
- Anthony Carey shared that the nominating committee is working on making sure all are represented on the Visitors Bureau Board. Marketing Committee looking at some next steps with our ad agency.

**Next Meeting:** *Wednesday, November 14, 2018 at UNC Health Care Chapel Hill, The Hedrick Bldg., 211 Friday Center Dr., Chapel Hill 27517.*

Meeting Adjourned at 9:42 am.

  
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Minutes reviewed by:  
Laurie Paolicelli, Executive Director

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Date

  
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Minutes accepted by:  
Anthony Carey, Chairman

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Date