



Board of Directors Meeting Minutes

September 25, 2024, 12:00 PM

First Floor Conference Room

245 Person Street

Fayetteville, NC 28301

Roll Call

Voting Board Members Present:

- Sheba McNeil - Board Chair
- Seth Benalt – Treasurer
- Nathan Ernst
- Jimmy Keefe
- Jodi Phelps
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- Sally Shutt
- Byron McNeill
- Lily Schmidt - Vice Chair

Voting Board Member Not Present:

- Michelle Williams
- Manish Mehta
- Michelle Skinner

Ex-Officios Present:

- **Renee Lane**
- **Bianca Shoneman**

Ex-Officios Not Present:

- Nat Robertson

Others Present:

- Staff--Devin Heath, Diana Potts, Melody Foote, Kimberly Dixon, Rachel Obermeier

Call to Order

Ms. McNeil called the DistiNctly Fayetteville Board of Directors Meeting to order at 12:02 p.m. A quorum was met with eight voting members present.

Approval of Previous Minutes

Ms. McNeil moved to the first action item on the agenda to accept the May 15, 2024, Board Meeting Minutes.

Mr. Keefe motioned to accept the May 15, 2024, Board Meeting Minutes, and Mr. Benalt seconded. All approved, and the July 24, 2024, Board Meeting Minutes were passed unanimously.

Treasurer's Report

Ms. McNeil moved to the next action item on the agenda to accept the financials and Treasurer's Report.

Ms. Kimberly Dixon reviewed the financial and Treasurer's Report.

Mr. Benalt motioned to approve the Financials and Treasurer's Report, Mr. Jimmy Keefe seconded, and all approved unanimously.

New Business

Mr. Keefe motioned to approve the Strategic Plan, Ms. Jody Phelps seconded, and all approved unanimously.

Ms. McNeil moved to the action item to set up an Exploratory subcommittee for options on merging the TDA and DMO Boards at 1:15 p.m. Mr. Benalt motioned to approve, Ms. Jody Phelps seconded, and all approved unanimously.

Ms. McNeil moved to the next action item on the agenda to accept the Secretary nomination for Jody Phelps. Mr. Keefe motioned to approve the nomination, Mr. Byron McNeill seconded, and all approved unanimously.

DistiNctly Fayetteville Team Report

Mr. Heath presented the Board Report, with Ms. Obermeier leading the Sales Report and Ms. Foote leading the Marketing Report.

The suggestion was made to set up a Community Calendar.

Industry Updates

Ms. Schmidt moved to the Industry Updates.

Mr. Seth Benalt reviewed the Crown Complex Report.

Ms. Lane reviewed the Airborne Special Operations Museum Report.

Ms. Bianca Shoneman reviewed the Cool Spring Downtown District Report.

Ms. Schmidt asked if there were any questions or comments. There were no questions or comments.

Adjournment

Ms. McNeil motioned to adjourn the meeting, and Mr. Benalt seconded. All approved, and the Board Meeting was adjourned at 1:44 pm.