

**Alamance County Tourism Development Authority
Board of Directors Meeting**

**January 25, 2022
Via Zoom**

AGENDA

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|------|---|---------------------------------------|
| I. | <u>Welcome</u>
Kaitlyn Herbin, Visitor Services Coordinator | Katie Dukeshire- Geoffrion |
| II. | <u>Approval of October 2021 Minutes</u> | Katie Dukeshire- Geoffrion |
| III. | <u>Finance Report</u> | Susan Evans |
| IV. | <u>New Business</u>
Marketing Grant Review
2022 Meeting Dates / Updates Needed
Awarded Bid: BMX / PDGA | Grace VandeVisser |
| V. | <u>CVB/Visitor Services Updates</u>
PR, Marketing and Social Updates
Hotel Data Reporting | Grace VandeVisser
& Kaitlyn Herbin |
| VI. | <u>Other Business</u> | |
| VII. | <u>Adjourn</u> | |