

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

**January 24, 2023
Best Western - Burlington
10:30am**

AGENDA

- | | | |
|-------|--|-------------------|
| I. | <u>Welcome</u> | Anderson Rathbun |
| II. | <u>Approval of October Minutes</u> | Anderson Rathbun |
| III. | | |
| IV. | <u>Finance Report</u> | Susan Evans |
| V. | <u>New Business</u>
Grants Application Review
State Announcement | Grace VandeVisser |
| VI. | <u>Other Business</u>
Convention Center Study
Year of the Trail Updates – Proclamation & Marketing Rollout
Horwath HTL (consultants) – Potential new hotel in Burlington | |
| VII. | <u>CVB/Visitor Services Updates</u>
PR, Marketing and Social Updates
Hotel Data Reporting
Marketing College
Visit NC 365 Conference (March)
Simpleview Summit (April) | Grace VandeVisser |
| VIII. | <u>Adjourn</u> | |

Next Meetings

February 28, 2023 @ 10:30am

Historic Depot