

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

**October 26, 2021
Historic Depot - Burlington**

AGENDA

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|-------|---|-----------------------------|
| I. | <u>Welcome</u> | Katie Dukeshire- Geoffrion |
| II. | <u>Approval of August 2021 Minutes</u> | Katie Dukeshire- Geoffrion |
| III. | <u>Finance Report</u> | Jennifer Blalock |
| IV. | <u>Audit Presentation via Zoom</u> | Martin Starnes & Associates |
| V. | <u>New Business</u>
Our State Piedmont February Insert
-Approval of Co-Operative Offering
Annual Marketing Grant
Visitor Services Coordinator Position
Partner Marketing Survey
County Level Visitor Impact Reporting | Grace VandeVisser |
| | <u>Old Business</u>
IMG/Elon Marketing
Visitor Center Updates | Grace VandeVisser |
| VI. | <u>CVB/Visitor Services Updates</u>
PR, Marketing and Social Updates
Hotel Data Reporting | Grace VandeVisser |
| VII. | <u>Other Business</u>
Alamance Chamber Leadership Retreat – 11/16-11/17 | |
| VIII. | <u>Adjourn</u> | |

TDA Board Meeting:

November 18 – SDC Meeting
November 23 – TDA Meeting