

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

April 23, 2024

**Carolina Hosiery, 2316 Tucker Street, Burlington, NC
10:30am**

AGENDA

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|------|---|-------------------|
| I. | <u>Welcome</u> | Anderson Rathbun |
| II. | <u>Approval of February Minutes</u> | Anderson Rathbun |
| III. | <u>Finance Report & Audit Contract</u> | Susan Evans |
| IV. | <u>New Business</u>
a. Budget
b. Tourism Scholarship
c. Grant Applications
- Alamance Parks
- DMDC (Mebane Main Street)
- Alamance Arts
- Animal Park
d. Animal Park Existing Grant
e. Alamance Municipal TDA | Grace VandeVisser |
| V. | <u>Other Business</u>
a. Placer AI
b. ITI Digital, Cision and Simpleview Renewals
c. Video Creation
d. America 250 NC | Grace VandeVisser |
| VI. | <u>CVB/Visitor Services Updates</u>
a. Data Updates / Visitor Reporting
b. Marketing/Editorial Highlights
c. Upcoming Events: Dogwood Festival 4/26-4/27, Carousel Festival 5/4-5/5,
d. National Tourism Week 5/20-5/24
e. New & Closed Businesses | Grace VandeVisser |
| VII. | <u>Adjourn</u> | |

Next Meeting:

May 28, 2024