

BOARD OF DIRECTORS
ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY
August 27th, Tuesday, 2019 at 10:00 A.M.
Visitors Bureau Office

Present: Amanda Pickard
Kavita Patel
Matt Patel
Mark Cryan

CVB Staff: Grace VandeVisser
Claire Davis

Guest: Jessalynn Strauss
Brian Baker

Financial Officer: Susan Evans

Moment of Silence

Mark Cryan, Chair, called the meeting to order and a moment of silence was observed.

Approval of Minutes

Mark asked if there were any additions or corrections to be made to the minutes of the July 24th, 2019 meeting. Amanda motioned to approve the minutes, Kavita Patel seconded the motion; the minutes were unanimously approved.

Visitor Bureau Updates

Mark welcomed Jessalynn Strauss from Elon University as a guest, in anticipation that her application for a seat on the board will be approved in the coming week. Introductions were made by all present.

Grace VandeVisser discussed a conversation she had with the NC Travel and Tourism Coalition and a representative from the State regarding occupancy tax clarification and compliance. Brian Baker and Amanda Pickard were also present for that conversation. Grace stated that the TDA is currently in compliance. If the occupancy tax was increased an additional 3% it was confirmed that trying to change the distribution would not receive support from current legislators. Amanda suggested touching base with Burlington and Mebane municipalities again regarding the occupancy tax. Discussion was had about utilizing the TDA's current funding in full.

Grace discussed the board appointments and expirations. Matt Patel and Katie Dukeshire have been approved to continue serving through August 31st, 2021. Jessalynn Strauss has applied and her application is awaiting approval.

Grace updated the group on the grants that were awarded this year. A grant was awarded to the Conservators Center, The City of Gibsonville, Studio One and the Occaneechi Band of the Saponi Nation. Alamance Battleground, Graham Parks and Recreation and the Textile Heritage Museum are pending submission of their receipts and accountability forms.

Grace stated that the Special Surprises familiarization tour invitations will be mailed next week. This event takes place on October 8, 2019 from 8:30am-5pm for policy holders, town managers, commissioners, etc., to showcase the great attractions Alamance County has to offer. Small changes were made to the invitation to include tourism wording and to take out locations to be visited. This will be revealed on the day of the event. The time was extended to 5pm. Conservators Center, Iron Gate Winery and City Park will be visited. At City Park there is a possibility of an exhibit within the carousel house being opened for the event. The event will end with a trip to Alamance Arts, a Canoe-Kayak trip, a coin for the art-o-matic machine at the Owl and Rabbit downtown Burlington and ice cream at Smitty's.

A gift was presented to Mark Cryan for completing his service as Board Chair. The gift consisted of a cutting board with the bureau's logo laser printed from Steam Junction in downtown Burlington which was made in the local makers space. Grace discussed the Maker's Fair which has plans to take place next year downtown Burlington.

Mark motioned that Amanda serve as new Board Chair. Kavita Patel seconded the motion. Amanda was voted in as new Chair.

Grace discussed preparations being made to send out new grant proposals. The current grant program was agreed to be maintained as is. The max grant amount will remain at \$10,000.

Grace explained a brief report of Visitor Bureau activities. Alamance County will be the main sponsor for the Carousel Festival and will be having a character artist and photographer for their booth attraction. Grace stated that Curry Wilkins, or a local potter, may be at the booth demonstrating his craft if he is available. Grace stated that a new guidebook shipment was received, and many boxes have been shipped out to locations in the Piedmont Triad. Year end reporting was discussed for Alamance County attractions as well as the current press release which showed the impact on Alamance County in regard to growth and expenditures. There was an increase over last year.

Grace shared new advertising placement which includes new panels up at Alamance Crossing. Panels will be put up at Tanger Outlets next. Grace shared that digital engagement numbers are up slightly due to social media activity. Twitter was deactivated due to being hacked but will be back up and running next month. Motley is contracted through September for Facebook and Instagram ongoing. The VisitNC marketing team reached out and have pulled in the Love Graham mural and will use as PR for the State. The film commission has contacted Grace looking for sites for movies and suggestions have been submitted for locations in Alamance County.

Collection Report

Susan Evans, Financial Representative, presented the Financial Reports for July 1, 2018 through June 30, 2019. Total assets are \$1,497,222. Revenues exceeded the budget by 15.9%. Expenses were under budget this year due to salary reduction as well as professional services and promotions which were not spent. \$183,211 will be added to the fund balance. Occupancy Tax collections reported through May 2019 total \$962,310 which is a 6.49% increase. Investments total \$582,610. Sales Tax total \$31,520,435 which is a 5.67% increase.

Adjourn

Mark Cryan adjourned the meeting at 11:11 am.
Minutes submitted by Claire Davis.