

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

**February 27, 2024
Fairfield Inn - Mebane
10:30am**

AGENDA

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|------|---|----------------------------------|
| I. | <u>Welcome</u> | Anderson Rathbun |
| II. | <u>Approval of November Minutes</u> | Anderson Rathbun |
| III. | <u>Finance Report</u> | Susan Evans |
| IV. | <u>New Business</u>
Maverick Sponsorship Fulfillment Recap
Grant Applications
- City of Mebane & Textile Heritage Museum
- Animal Park – 4 th Quarter Grant Award
Marketing Fee Collections – Burke Manor Inn | Chuck Marsh
Grace VandeVisser |
| V. | <u>Other Business</u>
Guidebook Updates
Budget
Placer AI Updates / ITI Digital Updates
Scholarship
Event Calendar / Community Calendar
Highway Signage | Grace VandeVisser |
| VI. | <u>CVB/Visitor Services Updates</u>
Data Updates / Visitor Reporting (Placer/Cision)
Marketing/Editorial Highlights
Upcoming Events: Visit NC Tourism Conference
New & Closed Businesses | Grace VandeVisser |
| VII. | <u>Adjourn</u> | |

**Next Meeting:
March 26, 2024**