

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

**February 24, 2026
Alamance Chamber
610 S. Lexington Avenue, Burlington
10:30am**

AGENDA

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|-------|---|-----------------------------------|
| I. | <u>Welcome</u> | Kavita Patel |
| II. | <u>Approval of December Minutes
& Special Called Meeting 2/6/2026</u> | Kavita Patel |
| III. | <u>Finance Report</u> | Susan Evans |
| IV. | <u>Brand Refresh Presentation</u> | Erin Welsh, Destination By Design |
| V. | <u>By Law Approval</u> | Grace VandeVisser |
| VI. | <u>STS Marketing College Application</u>
Lucero Marti – Owner, The Blend | Grace VandeVisser |
| VII. | <u>Grant/Sponsorship Review</u> | Grace VandeVisser |
| VIII. | <u>CVB/Visitor Services Updates</u>
-Visitor Center Update | Grace VandeVisser |
| IX. | <u>Other Business</u> | |
| X. | <u>Adjourn</u> | |

**Next Meeting:
March 24, 2026**