

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

**July 19, 2022
Historic Depot - Burlington**

Present: Katie Geoffrion
Kavita Patel
Matt Patel

CVB: Grace VandeVisser

Financial: Susan Evans
Recreation Director: Brian Baker

AGENDA

Welcome

Katie Dukeshire-Geoffrion called the meeting to order

Approval of April Minutes

Kavita made a motion to approve the minutes from the May meeting and Matt seconded. The minutes were unanimously passed.

Finance Report

Susan Evans presented the Financial Reports as of June 30, 2022. This is not reflective of actual end of fiscal year reporting as collections continue to be submitted through July. Final FY22 reporting will be available in August. Total assets are \$1,893,292. Revenues reported were \$865,716 with expenditures of \$591,277. Occupancy tax collections reported through May 2022 totaled \$1,193,022, a 39.61% increase over the same period in 2021 with the TDA's share of \$861,350. Investment's total \$585,110. Sales tax collections through April 2022 reflects a 11.87% increase over the same period in 2021.

New Business

Discussion to expand our grant application process. Normally, our grant process runs yearly and opened in the winter. Discussion to offer grants on a revolving basis to assist partners with promotion of new events or marketing opportunities that present themselves on a shorter lead time. Board members were interested in offering grants on a quarterly basis, based on the merit of the project and availability of funding until that year's funding is exhausted. The application process would be open in July, October, January, April, with partners being able to apply for grant funding once per fiscal year. A review of the application and rules will be required before final board approval by the board.

Also, during the recent Commissioners budget meeting, in approving their portion of occupancy tax collections and distribution, they also set aside funding for a feasibility study of having a convention center in the county. Our boards had previously discussed our pursuing this feasibility study in the past. It was discussed that the TDA would move forward with funding this study.

This would keep us involved in the process. Katie suggested that the CVB, if possible, be housed in such a location.

Other Business

Following up from our last meeting due to a lack of a quorum, we were able to have a formal approval for the sponsorship of the MLB All Star Game and Fan Fest, to be held July 25 & 26, 2022 in the amount of \$60,000. Katie made a motion to approve the sponsorship and Kavita seconded. The motion was unanimously approved.

nd As a follow up to last month's approval to move forward with onboarding the Zartico operating system, the contract is temporarily on hold as Zartico must obtain a Certificate of Existence from the State and submit it to receive the Certificate of Authority from the NC Secretary of State. This system provides intelligence, analytics, and data visualizations for an understanding of how residents and visitors experience our community and power your visitor economy.

CVB/Visitor Services Updates

Hosted Visit NC's marketing team, LGA, to create a social media spotlight to be developed and served via social platforms in late May. This spotlight will highlight Salvation Coffee, Michelle's Kitchen, Go Girl Shoppe, Tanner's Wine Bar and Carolina Sundries. In addition, assets produced, including additional community photos, become the property of the CVB.

We completed a socially powered, special interest promotion highlighting outdoors/recreation during the month of April. This program serves the public while they are using their devices based on their behaviors/interests and what they are engaging with online. Reporting will be provided soon.

The CVB continues to work with Visit NC with feeder market advertising within the state, South Carolina, Ohio, western PA, and Tennessee.

We are winding down our Small Surprise Spotlight cooperative program with WCHL/Chapelboro.com for this fiscal year with Freehand Market, Tanner's Wine Bar and Left Bank Butchery.

We completed our Beer Crawl Bingo promotion from April. We have heard wonderful feedback from several brewers who participated in the promotion. They were pleased with the traffic and interaction. The winner from the promotion was from Graham. If we decide to create this type of promotion in the future, we may look at utilizing QR codes for participant check-ins.

Our State's May edition offered editorial that highlighted local retailer, Rugged Renewal from Graham. They were also the organizer of the Vintage Market event held on May 7th. We had upward of 130 visitors through the center during this event.

With the construction in Mebane at Exit 154, our office has been in contact with Cy Stober to assist us in connecting with DOT to update the welcoming signs into the county. Cy copied Division Engineer, Chuck Edwards.

Several new businesses have opened in the county, and we continue to promote them through our New Business Highlights.

City of Mebane hosted our first e-sports event, Field of Fire Gaming. It was held at the Mebane Arts & Community Center in May. Most participants were from North Carolina. The organizer was from Durham.

After a long pause due to Covid, the Piedmont Triad Destination Marketing Organization (PTDMO), have begun to meet to update their website and discuss collective opportunities to promote the region.

Our analytics have shown that our current organic traffic has accounted for 62% of searches that lead to our website when users are searching for partners, content, events, etc. We have also seen an increase of 483% in referral traffic (Top 5 - FB, Visit NC, Our State, City of Mebane, MLB) compared to this time last year. We are also experiencing an increase in the number of return visitors compared to last year, of 171%. Visitors, and locals alike, recognize our site as credible to access information to explore our area.

Lastly, Alamance Arts has hired Tammy Cobb as their new director. Tammy was previously working with Elon University.

Moving forward, our TDA meeting will move back to 10:30am on Tuesdays.

Adjourn

Kavita adjourned the meeting at 1:30pm. Upcoming meeting date noted below.
Minutes submitted by Grace VandeVisser.

Next Meeting

June 28, 2022 - Location: TBA