

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

**May 24, 2022
Historic Depot - Burlington**

Present: Anderson Rathbun
Kavita Patel
Matt Patel

CVB: Grace VandeVisser

Financial: Susan Evans
Recreation Director: Brian Baker

AGENDA

Welcome

Kavita Patel called the meeting to order.

Approval of April Minutes

Kavita Patel asked if there were any additions or corrections to be made to the April meeting minutes. No updates were needed. Anderson motioned to approve the minutes and Matt seconded. Minutes were unanimously approved.

Finance Report

Susan Evans presented the Financial Reports as of April 30, 2022. Total assets are \$1,695,548. Revenues reported were \$523,023 with expenditures of \$446,418. Occupancy tax collections reported through March 2022 totaled \$916,924, a 7.3% increase over the same period in 2021 (33.26% over the same period in FY2020) with the TDA's share of \$592,978. Investment's total \$585,107. Sales tax collections through February 2022 reflects a 12.2% increase over the same period in 2021.

New Business

Prior to today's meeting the board had reviewed the All-Star Games Sponsorship presented by MLB/Burlington Sock Puppets and had agreed to approve the sponsorship for the All-Star Game and the Fan Fest Event on July 25 & 26, 2022. A quorum was not available for a proper vote, as Anderson Rathbun had to be excused from the vote. This item will be tabled for the next meeting.

Grace presented a draft for review of the Southeast Tourism Marketing College Sponsorship Application to the board for review to be offered beginning FY2023. The application provides an opportunity to tourism partners to attend this three-year program which would be sponsored by the Bureau/TDA. This is a week-long program providing a unique continuing education program for those in the travel and tourism industry. Courses are designed for both new and established tourism professionals with industry-specific topics including market research, product development, economic impact, advocacy, and branding. Completion of the program, students receive a

Travel Marketing Professional (TMP) certification. We will revisit this at the next meeting for final approval.

Both Kavita Patel and Anderson Rathbun's board positions are up for renewal. Their terms will expire on August 31, 2022. Anderson has expressed interest to remain on the board and will apply. This board position is open to those in the public who are tourism professionals in Alamance County. As Kavita is completing her second term, she will not be eligible to re-apply at this time. Grace will send an email to accommodation partners to invite them to apply.

Other Business

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