Alamance County Tourism Development Authority
Board of Directors Meeting

October 27, 2026
Alamance Chamber
610 S. Lexington Avenue, Burlington

AGENDA

I.	Welcome & Call to Order	Kavita Patel
II.	Approval of September Minutes	Kavita Patel
III.	Finance Report	Susan Evans
IV.	Destination by Design Brand Presentation	Matt Wagoner Destination by Design
V.	New Visitor Center Updates	Grace VandeVisser
VI.	Grant Sponsorship Applications -PAA Summit 2027 -Burlington Sock Puppets 20	Grace VandeVisser
VII.	Visitor Bureau Updates	Grace VandeVisser
VIII.	Other Business	All
IX.	Adjourn	Kavita Patel

Alamance County Tourism Development Authority

Board of Directors Meeting

September 22, 2026
Historic Depot, Burlington

Board Present:	Tony Laws	CVB: Grace VandeVisser
	Tracy Schmidt	
	Kavita Patel	Finance : Susan Evans
	Katie Geoffrion	Recreation: Jamie Merchal
	Jennifer Talley	

Call to Order

Kavita Patel called the meeting to order at 10:33am. Katie arrived at 10:41am, Jennifer arrived at 10:45am.

Approval of Minutes

Tony motioned to approve the August minutes, and Tracy seconded. Tony motioned to approve the September Special Called Meeting and Kavita seconded. The meeting minutes were unanimously approved.

Finance Report

Susan presented the Financial Reports as of August 31, 2026. The total fund balance was $2,092,085. For FY2027, to date revenues were $84,560, with expenditures of $116,968. Total occupancy tax collections for July 2026 were $123,585, an increase of 6.54% over the previous July.

Destination by Design Brand Refresh Update

Matt Wagoner, Creative Director, provided an update on the recent survey completed. The board decided to move forward with concept #4, which was aligned with the pillars identified. The next stage will be to expand on the design assets, with additional refinement in order to prepare the brand guidelines. These will be presented at the next board meeting in October with Matt making an in-person presentation.

New Visitor Center Updates

K&K Landscaping is providing lawn maintenance at the property. Grace provided proposals from both K&K Landscaping and Living Landscapes. The proposals were inclusive of shrubbery removal and installation of new plants. The board requested that proposals for each portion be separate.

Other Updates

The interview process will begin this week for the Marketing and Communications position.

The next regularly scheduled TDA board meeting will be held on Tuesday, October 27, 2026.

Adjournment

Tony made a motion to adjourn the meeting, seconded by Tracy. The motion carried unanimously at 12:00pm.

ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY

Combined Balance Sheet

As of September 30, 2026

	General	Fixed Assets	Total
Assets			
Current assets:			
Cash on deposit	$ 868,488	$ -	$ 868,488
Occupancy tax receivable	-	-	-
Investments	1,211,316	-	1,211,316
Noncurrent assets:			
Fixed assets	-	16,149	16,149
Right to use-Subscription	-	15,090	15,090
Total assets	$ 2,079,804	$ 31,239	$ 2,111,043
Liabilities			
Liabilities:			
Accounts payable and accrued liabilities	$ 396	$ -	$ 396
Total liabilities	$ 396	$ -	$ 396
Total assets and liabilities	**$ 2,080,200**	**$ 31,239**	**$ 2,111,439**
Fund Balances			
Investment in general fixed assets	$ -	$ 31,239	$ 31,239
Fund balances:			
Undesignated	$ 2,074,194	-	$ 2,074,194
Designated	$ 19,059	-	19,059
Estimated change in fund balance (current year)	$ (13,052)	-	(13,052)
Total fund balances	**$ 2,080,200**	**$ 31,239**	**$ 2,111,439**

ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY

Statement of Revenues, Expenditures and Changes in Fund Balance (Budget and Actual)

As of September 30, 2026

	Amended Budget	Actual	Over (Under) Budget	Percent Over/ (Under)
Revenues:				
Occupancy tax - 2/3	$ 950,600	$ 169,806	$ (780,794)	17.9%
Penalties	-	-	-	
Interest	-	7,988	7,988	
Grants	-	-	-	
Misc revenue	-	1,114	1,114	
Total revenues	**950,600**	**178,908**	**(771,692)**	18.8%
Expenditures:				
Salaries	$ 188,928	$ 33,482	$ (155,446)	17.7%
Merit Pay and Benefits	3,349	-	(3,349)	0.0%
FICA	13,563	2,295	(11,268)	16.9%
Retirement	28,646	5,066	(23,580)	17.7%
Health Insurance	27,072	4,512	(22,560)	16.7%
Dental Insurance	1,782	5,057	3,275	283.8%
Life Insurance	456	85	(371)	18.6%
401k	3,848	415	(3,433)	10.8%
Workers' Compensation Projection	1,000	250	(750)	25.0%
Professional services	192,905	50,048	(142,857)	25.9%
Supplies-Automotive	1,000	71	(929)	7.1%
Supplies-Department	10,000	706	(9,294)	7.1%
Training Expense	21,985	-	(21,985)	0.0%
Daily Travel	1,000	-	(1,000)	0.0%
Promotions	32,000	1,080	(30,920)	3.4%
Trade Shows	7,900	950	(6,950)	12.0%
Telephone & Postage	4,800	326	(4,474)	6.8%
Communications	12,000	1,753	(10,247)	14.6%
Utilities	-	255	255	
Printing	16,200	1,314	(14,886)	8.1%
Maint & Repair Bldg & Gro	125,000	-	(125,000)	0.0%
Maint & Repair Vehicles	2,500	-	(2,500)	0.0%
Advertising	350,000	71,035	(278,965)	20.3%
Building & Equipment Rents	6,300	630	(5,670)	10.0%
Copier Lease	1,200	-	(1,200)	0.0%
Insurance & Bonds	2,771	558	(2,213)	20.1%
Dues & Subscriptions	27,239	8,842	(18,397)	32.5%
Miscellaneous Expenses	2,500	233	(2,267)	9.3%
Sports Development Council	10,000	-	(10,000)	0.0%
Sponsorships	39,500	-	(39,500)	0.0%
Grants	50,000	3,000	(47,000)	6.0%
Total expenditures	**1,185,444**	**191,961**	**(993,483)**	16.2%
Revenues over (under) expenditures	(234,844)	(13,052)	221,792	
Other financing sources (uses):				
Encumbered Fund Balance	-	-	-	
Appropriated fund balance	234,844	-	(234,844)	0.0%
Total other financing sources (uses)	**234,844**	**-**	**(234,844)**	
Revenues and OFS over (under) expenditures and OFU	$ -	(13,052)	$ (13,052)	
Fund balance:				
Beginning of year - July 1		2,093,253		
End of period		**2,080,200**		

ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY

Year-to-Date Schedule of Collections

As of September 30, 2026

Distribution:

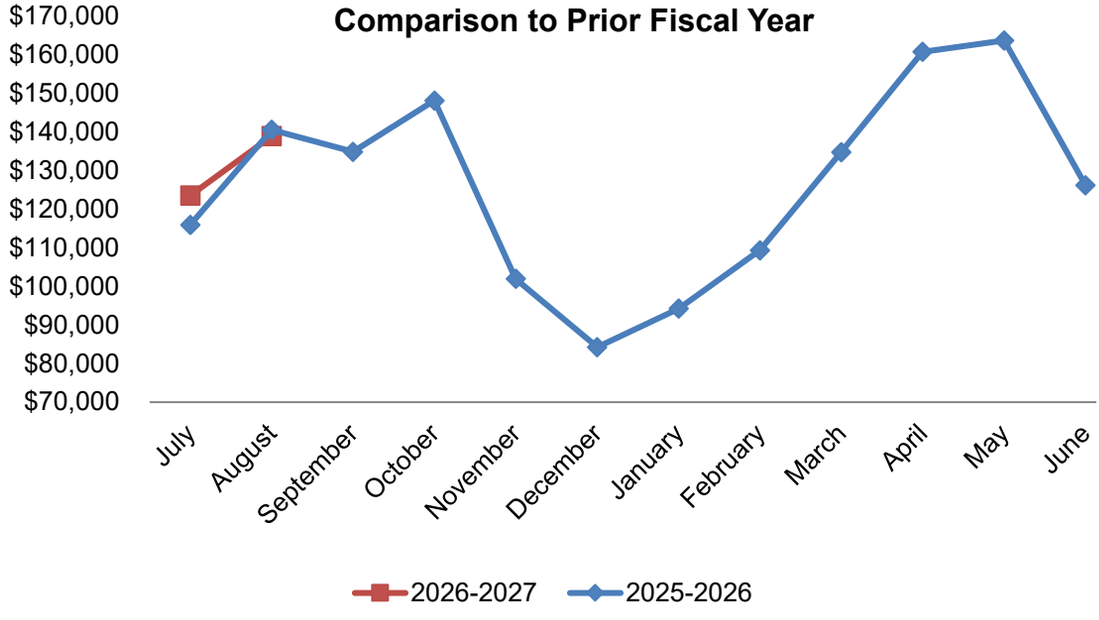
Administrative Fee (3%)	$	7,877
County Share (1/3)	$	84,890
Authority Share (2/3)	$	169,806
	$	262,574

Collections by Source:

Hotels	$	235,087
Owner Lodging	$	27,487
	$	262,574

Monthly Collections:

	2026-2027	2025-2026	Percentage Change
July	$ 123,585	$ 115,996	6.54%
August	138,989	140,593	-1.14%
September		134,919	-100.00%
October		148,218	-100.00%
November		101,962	-100.00%
December		84,277	-100.00%
January		94,255	-100.00%
February		109,368	-100.00%
March		134,820	-100.00%
April		160,815	-100.00%
May		163,789	-100.00%
June		126,274	-100.00%
Total	$ 262,574	$ 1,515,287	6.54%



ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY

Investment Portfolio Report

As of September 30, 2026

Institution	Instrument Type	Maturity Date	Amount
PNC Bank	CD	01/13/27	74,825
PNC Bank	CD	01/29/27	50,909
PNC Bank	CD	02/17/27	61,966
PNC Bank	CD	11/03/26	43,837
			231,537
NCCM Trust	Savings		979,779
			1,211,316

ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY

Year-to-Date Summary of 2% County Sales Tax Collections

As of September 30, 2026

Monthly Collections:

	2026-2027	2025-2026	Percentage Change
July	4,272,806	3,714,188	15.04%
August		4,079,611	-100.00%
September		3,689,942	-100.00%
October		4,064,306	-100.00%
November		4,033,441	-100.00%
December		4,078,400	-100.00%
January		4,556,201	-100.00%
February		3,616,342	-100.00%
March		3,513,103	-100.00%
April		4,505,731	-100.00%
May		3,582,998	-100.00%
June		4,083,083	-100.00%
Total	$ 4,272,806	$ 47,517,347	15.04%

