

BOARD OF DIRECTORS
ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY
Wednesday, October 28, 2020 at 11:00 A.M.
Virtual Meeting via Zoom

Present:

Kavita Patel
Jessalynn Strauss
Cary Worthy
Matt Patel
Katie Dukeshire-Geoffrion

CVB Staff: Grace VandeVisser
Claire Davis
Brian Baker

Financial Officer: Susan Evans

Moment of Silence

Katie Dukeshire-Geoffrion, Chair, called the meeting to order and a moment of silence was observed.

Approval of Minutes

Katie asked if there were any additions or corrections to be made to the minutes of the September meeting. No updates were needed. Jessalynn Strauss motioned for the minutes to be approved. Minutes were unanimously approved.

Collection Report

Susan Evans presented the Financial Reports for July 1st, 2020 to September 30th, 2020. Total assets are \$1,480,795. Total revenue reported totals \$80,553. Total expenditures total \$76,846. Occupancy tax collections reported through July 2020 totaled \$123,006, a 28.83% decrease over the same period in 2019 with the TDA's share of \$79,584. Investments total \$585,032. Susan stated that our audit has been approved and she will present the approved audit at the next meeting.

Visitor Bureau Updates

Grace VandeVisser asked if any member had any board recommendations to replace Cary Worthy after he retires from Alamance Arts. Discussion followed about various persons from the arts being a good choice including Dave Wright from the Paramount Theater or someone from Studio 1. Grace asked the board to let her know about any further considerations for the new board member.

Grace shared an update on the BB&T building the Visitors Bureau is considering as a new location. Bob Lewis, realtor, has reached out to the owners who are located in California. The owners have stated that BB&T will be in the building through December and will have a lease for several months afterward. The owners are interested in selling or leasing the building. Grace stated that further conversations need to be had regarding the building and we will wait until BB&T finishes their contract. Discussion followed about the location and amenities of the building. Katie asked if there was the possibility of having another business in with the CVB. Grace stated she didn't think there was a second floor and may not be suitable to have another business in the building. Grace shared her vision for the building as a multi-use facility with areas for showcasing exhibits and a meeting room partners could utilize. Grace stated that the next step would be to take a tour of the building once BBT has left. Grace stated she would stay in contact with Bob Lewis and schedule a walk-through of the building with the board.

Grace shared grant updates and stated that she has made changes to the grant application per input from the board. Grace asked if there were any concerns or updates concerning the grant application. Jessalynn suggested we include more detail about specific project utilization including detailed marketing goals.

Cary asked to clarify the years stated on the grant application and asked if it was necessary to ask about other grant money awarded to the applicant. Grace agreed and stated she would make these changes and send out the adjusted grant application to the board.

Claire shared analytics from Social Media. The visit Alamance Facebook page now has 1,862 followers. Statistics from the past 28 days include 20 new followers, post reaches of 6,793 and 1,346 post engagements. On Twitter there have been 3,996 impressions and the Twitter page is up to 96 followers. The most visited pages for visitalamance.com include the explore Saxapahaw page and the events page. Claire stated that the article on Our State Magazine's website about Saxapahaw contributed to the popularity of that page.

Grace confirmed that the Our State story with Saxapahaw was hugely popular. She shared that we have a Burlington story launching in early November and several more stories moving forward through the rest of the year. Grace shared that we are continuing our Year of the Woman campaign. The Year of the Woman story on Heather Legarde from the Haw River Ballroom generated a lot of engagement on social media including new followers on Instagram. Grace shared that the new Instagram lives with the new businesses in the area are going well. Grace shared that revised guidebooks are in. She also shared that we are working with Our State magazine in November and December for digital marketing based on the grant we received from them.

Grace shared the presentation by Peter Bishop which discussed COVID-19 and its impact on our area. According to the presentation, 45,000 people lost their jobs and our industry was the hardest hit.

Grace stated that the Visitors Bureau office is now open from 12-5 Wednesday-Friday.

Adjourn

Kavita adjourned the meeting at 11:43 am.
Minutes submitted by Claire Davis.