

**BOARD OF DIRECTORS**  
**ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY**  
**Wednesday, September 25<sup>th</sup>, 2019 at 10:00 A.M.**  
**Fairfield Inn, Mebane**

Present: Katie Dukeshire  
Kavita Patel  
Matt Patel  
Jessalynn Strauss

CVB Staff: Grace VandeVisser  
Claire Davis

Guest: Brian Baker

**Moment of Silence**

Grace VandeVisser, CVB, called the meeting to order and a moment of silence was observed.

**Approval of Minutes**

Grace asked if there were any additions or corrections to be made to the minutes of the August 27, 2019 meeting. Katie Dukeshire motioned to approve the minutes, Kavita Patel seconded the motion; the minutes were unanimously approved.

**Visitor Bureau Updates**

Grace reminded the board about the Familiarization Tour which is taking place on October 8, 2019. Grace stated there are two people registered to attend the tour. Policy holders, town managers, commissioners, etc. were all invited. The deadline to RSVP is October 1<sup>st</sup> 2019. Grace stated that even if there are only two people who can attend, she would not cancel the event and will give a personal tour to those who come.

Due to Amanda Pickard being unable to fulfil the role of board chair, Grace discussed the need for a new chair. Katie volunteered and was approved by the board. Kavita volunteered to be vice chair and was also approved by the board. Grace stated that Jessalynn Strauss has been approved as a member of the board through August 2021.

Grace discussed the requirements for a new board member, and she opened the floor for recommendations. She stated if anyone has ideas for members, they can also email her a list and she will reach out to those individuals. The possibility of expanding the board was discussed. Brian Baker stated that to change the size of the board, State permission would be needed, however to create an advisory committee who would be non-voters would not require State permission. All present agreed that including new board advisory members would be a positive addition to the board. Brian suggested reaching out to the cities in Alamance County and letting them know we are looking for advisory members. He also stated that the by-laws would need to be adjusted to reflect this change.

The November board meeting was rescheduled for November 13<sup>th</sup>. Grace stated that if the CVB does not have enough new information to present, the November board meeting will be canceled.

Grace provided a brief report of Visitor Bureau activities.

Grace shared that UNC Weekend is coming to Graham next week to film in downtown Graham in front of the murals. She also shared that the blogger from Girl Eats World and Soulful Sisters Media Group are coming tomorrow to Haand in Burlington. Haand is a new makers space which produces pottery. Haand will be open to the public this fall. Girl Eats World will also be visiting Reverence Farms Café and take a tour of the farm, which they will promote on their social media.

Grace stated that a production team is using some of the properties in Glencoe to film Criminal Confessions, which airs on Oxygen. The production team spent the weekend with a witness on a remote property. They will film in Glencoe through tomorrow.

Digital advertising has begun at Tanger Outlets. Advertising will highlight several upcoming events and will be updated as soon as an event has occurred. The advertisement stays up for 20 seconds at a time and there are only 4 or 5 other advertisers on the sign. This will be on all digital advertisements at Tanger.

Grace discussed the Carousel Festival which took place September 21-22, 2019. Alamance County CVB was the main sponsor for the Carousel Festival. The Visitors Bureau provided a character artist on Saturday and a photographer for their booth attraction on Sunday. The Carousal Festival proved to be a busy event and the CVB booth was well attended. Many guidebooks and brochures were given to the public at the event. Local and day trip guests attended.

Grace shared that Alamance Arts has a new piece of art coming, called Embracing Peace, which is a tall sculpture of the well-known photo of a sailor kissing the nurse after World War II. The statue will be coming to Graham to an unknown location and will be up for 6 months. The CVB is sponsoring this and will be promoting the statue through Instagram Stories when it is made public.

Grace shared plans that Motley will now include monthly Instagram stories, by city, with Graham first, Burlington and then Mebane. Elon will be featured in May. Normally Motley shares photos taken by other accounts on Instagram but in this case they will be taking all the photos themselves. These photos will then be added to the CVB inventory. Grace stated that our numbers are doing well, and a single month report was handed out highlighting visitor numbers, mobile and desktop numbers and Facebook referrals.

Grace shared that she had a meeting with UNC-TV to discuss possible future advertising. Future discussion will take place of how this will be funded, if it is decided to include in our marketing efforts this year possibly with surplus funds.

Katie announced that Grand Master Lee received recognition as Grand Master of the year and that there was a reception September 21, 2019. She also announced that Woofstock was taking place October 12, 2019 from 10-4. Woofstock organizers are looking for raffle gifts. She also mentioned that the Veterans Event hosted by Country Suites is taking place November 10 for local veterans. Grace mentioned that Woofstock is on our calendar and the CVB will continue to promote this event.

### **Collection Report**

Financial reports were unavailable.

### **Adjourn**

Katie Dukeshire adjourned the meeting at 10:53 am.  
Minutes submitted by Claire Davis.