

Grace encouraged the board members to let the public know when they are out and about what we do. She stated that we may come across people who may have a certain view of what we are doing or are unsure of our purpose and we can inform them of our services, in case we are missing connecting with anyone. We have recently updated our contact information and have been sending out emails to our partners and don't want to miss anyone.

Grace informed the board that we have recently stopped DTN (Destination Travel Network) sale efforts, which are a sales component of our website and which allow partners to buy banners and advertisements on our website. We only have one partner who advertises with us at this time. Grace shared that we have held off advertising due to COVID-19 and Grace stated that unless the board says otherwise, she would not restart the campaign until after the holidays. Grace stated she felt concerned about pushing people to advertise and having them pay for anything on our website at this time due to the challenges for businesses due to COVID-19. The board agreed to hold off efforts to reach out with DTN advertising at this time.

Grace stated that Cary is retiring in January from Alamance Arts. She informed the board that she is looking for recommendations for another partner organization to finish Cary's board term, which will run through August 2022. She stated that the partner cannot be a hotel but must be another tourism organization. Grace asked if anyone has any recommendations to send her an email. The board will be notified of the recommendations and then we will reach out to the individual being considered. Grace asked if Cary had anyone he would like to finish out his term? Cary suggested Mary Faucette, who is on the board of Alamance Arts. Grace said she would look into it and Cary said he would continue to think of other options and touch base with Grace as well as he had a few individuals in mind.

Grace stated that she sent out a link with our Year End Reporting through email last week. This consisted of a recap of marketing, distribution, platforms, and updates with engagements which were listed on the reports. Grace shared that we had a 38% increase in engagements on Instagram and a 17% increase on Facebook. We distributed 8,000 Visitor Guides requested. Grace stated that we won't be able to compare this year to previous years due to COVID-19, and it will use this year as a baseline year moving forward.

Grace shared an update on our Visit NC virtual media mission which we have completed. We had to create profile sheets to provide to them which included our Year of the Woman campaign.

Grace shared another campaign we are hosting which is the Love Letters campaign. Grace met with Fox8 the day before the launch and Fox8 reported on the campaign on the evening news. During the campaign people are encouraged to write a letter to their favorite businesses which they can then mail to us or drop in the Love Letter's box in downtown Graham. Grace shared that we have had several letters come in, including ones for Forgotten Road Ales and the Verdict.

Grace stated that we will wrap up the Year of the Woman campaign in December. Our State magazine is running a photo of several of the women featured in the Year of the Woman Campaign in the October issue. Claire Davis has added the featured women to our blog which has been shared across all social media platforms. Grace shared that the engagement has been good and these businesses are getting good exposure.

Grace updated the board on the partners who have decided to be featured in our cooperative ad in Our State Magazine. These include Biggby Coffee, the Graham Historical Museum, Gibsonville Antiques, Alamance Arts, The Town of Elon, Sal's Pizza, The Inn at Elon, Smokehouse at Steve's, Acorn Inn, The Owl and Rabbit and Impulsive Creativity. This ad will run in the November issue and will be on newsstands in mid-October. Grace shared that Alamance Arts also included their event, Christmas at Alamance Arts.

Grace shared updates that have been made to our website. The website was initially built with many tabs at the top of the site highlighting various parts of the Sports and Planner's feature of the website. Claire has consolidated these tabs titled Sports and Planners. Claire has created multiple resource components which make it easier for visitors to learn more about sports and events. Streamlining these tabs has also allowed us to showcase the blog at the top of our website.

Grace shared our latest Instagram campaign which consists of Instagram Live's, highlighting new businesses. We have highlighted Whit's Custard in Graham, Sweet Grace Market in Mebane and Freehand Market in Saxapahaw. We will feature two Live feeds a month to highlight new businesses. For Facebook, we have participated in a My Piedmont Region takeover, where we highlighted every community in Alamance County over the course of a week.

Claire shared Visitor Services updates and statistics. Our Instagram engagements in August were 1,373 followed by 1,627 in September. 3,000 total since July. On Instagram the followers total 1,895 with 26 new since July. Our website referrals are Facebook, Our State and Visit NC. Website visitation come from Greensboro, Winton-Salem, High Point, Charlotte, Atlanta and DC. In the last 28 days on Facebook we have had 235 new page views and our post reach is 10,946 which is a 233% increase. We had 48 page likes and our post engagement was 2,083. We have 1,845 followers. For Twitter we have had 10,400 impressions and now have 86 followers.

Grace shared that the grant information will launch in November. She stated that we aren't sure what this will look like this year as many are unsure what the next six months hold. She stated that we did not end up giving out grant money for several events this year that were canceled due to COVID-19.

Adjourn

Kavita adjourned the meeting at 11:36 am.
Minutes submitted by Claire Davis.