

Alamance County Tourism Development Authority

Board of Directors Meeting

April 28, 2026

Best Western

Board Present:	Stephanie Williams	CVB:	Grace VandeVisser
	Tony Laws		Reed Northcott
	Katie Geoffrion		
	Teena Koury		Jamie Merchel
	Kavita Patel		Susan Evans

Call to Order

Kavita Patel called the meeting to order, and a moment of silence was observed.

Approval of Minutes

Tony motioned to approve the March minutes, and Teena seconded. The meeting minutes were unanimously approved.

Collection Report

Susan also presented the Financial Reports as of March 31, 2026. The total fund balance is \$2,549,176. The TDA's total revenue collected was \$603,322. Total expenditure was \$497,578.09. Total occupancy tax collections to date totaled \$820,220. Investments totaled \$1,188,975. Sales Tax Collections totaled \$23,659,889, which is up 6%.

Visitor Bureau Updates

Grace reminded the board of Destination by Design's branding meeting on Wednesday at 8:45 am followed by a driving tour at 10:30 am, and lunch meetings beginning at 11:45 am with the public drop-in beginning at 5:30 pm at the Graham Recreation Center. Thursday's meeting will begin at 7:30 am in Saxapahaw Island, and Haw River Trail, followed by meetings at Impact Alamance to meet with municipal leaders, and commissioners, and will include a creative session.

Grace presented a copy of the FY27 budget that was presented to County Manager during the budget meeting. Grace reviewed the budget with the board. Tony made a motion to approve the budget, Stephanie seconded, the budget was approved unanimously.

Grace presented the student scholarship application from Courtney Moore. The board reviewed the application. Tony made a motion, seconded by Teena to award Courtney Moore with the scholarship. The board reviewed the Marketing Grant / Sponsorship Applications. Each application was reviewed and scored by the board.

- Saturdays in Saxapahaw application was reviewed, Tony made a motion, Teena seconded, the application was unanimously approved at the requested amount of \$7,840.
- Alcove's application was reviewed, Kavita made a motion, Tony seconded, the application was unanimously approved in the amount of \$8,690.
- 2D Consulting application was reviewed, Tony motion, Kavita seconded, Teena & Stephanie abstained. The application was approved by the remaining board at the requested amount of \$3,000.
- Studio 1 application was reviewed and unanimously denied approval.
- Arts Around the Square application was reviewed, Katie made a motion, Kavita seconded, the Tourism Marketing application was approved for \$6,700.
- Esperanza Festival application was reviewed, Tony made a motion, Teena seconded, the application was unanimously approved at \$6,000.
- Bright Penny Brewing application was reviewed and unanimously denied approval.

Visitor Services Updates

Grace mentioned that she has been in contact with Buc-ees regarding the kiosk, and she received the cost and fees associated with a kiosk. She will be in contact with them at a later date when they are closer to opening.

Grace provided an update on closing of the TDA building in Graham which should happen in August 2026.

Grace has spoken with the directors of The Story of Art in America, and has a meeting scheduled with them next week. They will be in Burlington in late August.

The Audio Eye accessibility platform has been launched on our website, improving usability for all users and compliance with ADA best practices.

Grace should receive information this week on the Chef Blog Series.

Grace mentioned that Teena will be finishing her second term in August 2026, and Stephanie will finish her first term in August 2026. The open positions will need to be posted publicly.

The next TDA board meeting will be on May 26, 2026.

The meeting was adjourned at 12:45 pm.