

**Alamance County Tourism Development Authority**

**Board of Directors Meeting**

**August 27, 2024**

**Historic Depot, Burlington**

Board Present: Anderson Rathbun CVB: Grace VandeVisser  
Teena Koury  
Kavita Patel  
Anna Rooney

Recreation Staff: Jamie Merchel Financial: Susan Evans

**Call to Order**

Anderson Rathbun called the meeting to order.

**Approval of Minutes**

Teena motioned to approve the May minutes, and Kavita seconded. The meeting minutes were unanimously approved.

**Collection Report**

Susan presented the Financial Reports as of July 31, 2024. The total fund balance is \$2,186,003. Total revenue received of \$969. Total expenses to date were \$63,440. Occupancy tax collections for FY2025 are due in the proceeding month (August) for July. Investments totaled \$1,116,022. Sales tax revenues to date were \$44,930,542.

**Visitor Bureau Updates**

Grace expressed her gratitude to Chair Anderson Rathbun for this commitment to the TDA over the course of the last four years and extended an invitation to return to the board in the future. As his position expires on August 31<sup>st</sup>, Alamance County Chamber representative, Stephanie Williams, was appointed to fulfill this position and her term begins in September and ends August 31, 2026.

Grace welcomed the newest board member, Anna Rooney, representing Haand Pottery of Burlington. Anna has been appointed to fill the unexpired position, left vacant by Chuck Marsh, through August 31, 2025. The last remaining position made vacant by former board member, Danielle Claudio, is scheduled to be on the commissioner's agenda on September 3, 2024, for appointment.

Anderson made a motion to approve the following grant applications as presented:

Textile Heritage Museum - \$5,000

Animal Park - \$10,000

Alcovets - \$9,745

Kavita motioned to approve them, and Teena seconded. The applications were approved unanimously.

Grace announced the PBS production of Travels with Darley: Revolutionary Road Trip series to be filmed in the county on Saturday, September 7<sup>th</sup>. Filming will occur at the Alamance Battleground, with potential additional filming at the county historical museum and with the Occaneechi Band of the Saponi Nation.

Grace reported the Visitors Bureau's inclusion in the NC Ale Trail by Rail developed by the NC Craft Brewers Guild and NCDOT. The trail will have a hard launch on October 1<sup>st</sup> during NC's Beer Month. This program is developed to be evergreen. Communities across the state which has a train stop, has the opportunity to be included and in addition to the marketing efforts being made by the Guild/NCDOT, each community also has a corresponding webpage that ties into the program. Brochures/rack cards will be developed by the Guild and/or each participating community.

Grace updated the board that the resolution to establish an Alamance County committee for America 250 NC was approved by the County Commissioners.

Tourism scholarship funds to recipient Zoe Dean were distributed. Additional funds were made available for future tourism scholarship

The Visitors Bureau completed a video production that will provide content to be used across social media platforms, streaming and broadcast to promote the area. Luquire out of Charlotte was contracted to do so (through Visit NC). Deliverables should be available to us by October.

Also reported, was an introduction to Conpoto, a community currency platform. This is a local commerce platform allowing a host organization offer gift certificates/cards for consumer purchases to participating businesses in their community. The Alamance County Chamber of Commerce was also included in on the informative session. Further conversation about collaboration will take place as this appears to be a successful program in their case studies and provides an opportunity to keep funds in the local economy.

Distribution of tourism updates were provided to the board from recent state reporting including a 7.9% increase of travel expenditures in Alamance County in 2023 over the previous year. Alamance County saw the second highest increase in the Piedmont region, behind Guilford County.

The meeting adjourned at 11:35 am.