

Alamance County Tourism Development Authority

Board of Directors Meeting

December 17, 2024

Historic Depot, Burlington

Board Present:

Kavita Patel
Anna Rooney
Teena Koury
Stephanie Williams
Katie Geoffrin

CVB: Grace VandeVisser
Reed Northcott

Recreation Staff:

Jamie Merchel

Financial: Susan Evans

Call to Order

Kavita Patel called the meeting to order.

Approval of Minutes

Teena motioned to approve the October minutes, and Anna seconded. The meeting minutes were unanimously approved.

Collection Report

Susan presented the Financial Reports as of November 30, 2024. The total fund balance is \$2,251,306. Total revenue received through November was \$378,387. Total expenditures were \$375,555. Revenues over expenses totaled \$2,832.00. Total occupancy tax collections to date were \$409,403. To date, investments totaled \$1,133,137 and sales tax revenues were \$11,868,567.

Visitor Bureau Updates

Grace reported on the Strategic Plan bids from Magellan Strategy Group and Berry Dunn proposals. The proposals were very detailed, and both companies provided similar details. The estimated proposal fees from Berry Dunn were around \$50,000. The estimated cost from Magellan Group totaled \$19,750. Stephanie made a motion to select the Magellan Group, and Anna seconded. The bid was unanimously approved to be awarded to Magellan Strategy Group.

Grace reported that she has temporarily removed the grant application from the online system until completion of the Strategic Plan process. Grace also updated the board that she has spoken with Animal Park regarding denying their previous grant application.

The Carousel Festival grant application updates were reviewed. Promotional marketing strategies were presented along with suggested discounted hotel packages, however, a motion to deny the grant was made by Anna and Stephanie seconded. It was unanimous to deny the Carousel Festival grant application.

Grace provided a handout of the City of Graham Recreation and Parks Grant application. Grace made the board aware that the grant was submitted from Brian Faucette via email on October 17th, which was during a time when the emails between the City of Graham and Alamance County were down, therefore did not transmit. Grace provided the board with a copy of the Arts Around the Square grant. Stephanie motioned to deny the Arts Around the Square grant application, and Anna seconded. The application was unanimously denied.

Jamie Merchal presented information on an event management program for sponsorship consideration to the board, a 2-year program through the International Festival of Events Association and the National Recreation and Parks Association. This is a comprehensive program for event management and would be a good program to offer partners who are heavily involved in volunteer programs. It would be a valuable educational opportunity to further understand additional processes on how to plan/prepare for a successful event. Grace will email the board a link regarding this program to review for future interest to consider. Sponsorship would cost approximately \$2,500 per year, plus travel expenses.

The meeting adjourned at 11:45 am.