

BOARD OF DIRECTORS
ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY
Wednesday, February 24th 2021 at 10:00 A.M.
Zoom

Present:

Jessalynn Strauss
Matt Patel
Katie Dukeshire-Geoffrion
Anderson Rathbun

CVB Staff: Grace VandeVisser
Claire Davis
Brian Baker

Financial Officer: Susan Evans

Welcome

Grace VandeVisser welcomed Anderson Rathbun, new board member, and introductions were made from all present.

Moment of Silence

Katie Dukeshire-Geoffrion, Chair, called the meeting to order and a moment of silence was observed.

Approval of Minutes

Katie asked if there were any additions or corrections to be made to the minutes of the January meeting. No updates were needed. Katie motioned to approve the minutes and Anderson seconded, with all in favor. Minutes were unanimously approved.

Collection Report

Susan Evans presented the Financial Reports for July 1st, 2020 to January 31st, 2021. Total assets are \$1,483,900. Total revenue reported totals \$230,111. Total expenditures total \$223,300. Occupancy tax collections reported through January 31st, 2021 totaled \$353,470, a -28.77% decrease over the same period in 2019 with the TDA's share of \$228,589. Investments total \$585,061.

Susan shared that Martin, Starnes and Associates performed the TDA audit, and the price to renew the contract for the yearly audit is \$6,700. Katie motioned to approve the contract for 2021 for the yearly audit. Jessalynn Strauss seconded the motion. Motion was approved.

Visitor Bureau Updates

Grace welcomed Anderson to the board again. Anderson shared that the goal of the new branding of the Sock Puppets is to put energy back into the club and to keep people in Alamance County, as well as attract those from out of town. He shared that the brand is a nod to Alamance County's textile heritage and their goal is to bring events to Burlington by utilizing the ballpark throughout the year.

Grace has been researching some platforms to monitor our mentions on News channels, the web, etc., and received several presentations. This will allow the CVB to identify their earned media and to see the reach and engagement for our partners.

Grace shared that the Southeast Tourism Society's Domestic Showcase is taking place this week online. Grace has engaged with 30 group tour operators and while there are very limited tours happening this year, they plan to have smaller fall events and many are doing research to pick up options for 2022.

Grace shared that she and Brian Baker will take an initial walk through of the BB&T building as there is an interest in doing a split sale. The tour will be with Jason Cox, who owns numerous buildings in downtown Graham. He is interested in making a presentation, which Grace and Brian will bring back to the board.

Grace stated that several organizations including the NCSA and NC Restaurant Association have submitted letters to the governor asking that mask guideline limitations and curfews be lifted, and that we move into the yellow category for youth sports.

Grace shared that the CVB has an upcoming video being produced that we will be presented on social media. In addition, VisitNC is doing a social media takeover this spring. They will be here next month recording for the video. Burlington Beer Works and The Eddy Pub will be featured as they participate in the Count on Me NC program. Trails and parks will be highlighted including Lake Mackintosh, Great Bend Park and the Haw River Trail. Additionally, Our State will have a two-page spread in April featuring our main street communities, with an additional page that will highlight all the editorial that has been coming from Our State. The May edition will have a two-page spread highlighting the outdoors and trails.

Claire Davis shared social media statistics for the last 28 days. Facebook has 2,274 page followers, 2,172 post reach, and 15 new page likes this month, as well as 298 post engagements. The most popular post on the website has been the Explore Towns and Villages of Saxapahaw page, Graham Mebane Lake, the Events page and 2 Twelve Seasonal Kitchen and Bar in Mebane. On Twitter we have 123 followers, 3,657 tweet views and 11 mentions. Grace shared that on Instagram we have 2,168 followers, 900 likes and 20,000 impressions.

Adjourn

Katie adjourned the meeting at 10:44pm.
Minutes submitted by Claire Davis.