

Alamance County Tourism Development Authority

Board of Directors Meeting

February 24, 2026

Alamance County Chamber

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

Guest: Erin Welsh & Matt Powell with Destination by Design

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 December minutes, and February 6 special called meeting minutes, and Katie seconded. The meeting minutes were unanimously approved.

Collection Report

Susan also presented the Financial Reports as of January 31, 2026. The total fund balance is \$2,535,543. The total revenue collected was \$544,406. Total expenditures were are \$452,294.85. Collections totaled \$725,965, Investments totaled \$1,185,331. Sales Tax Collections totaled \$19,581,489.

Visitor Bureau Updates

Grace welcomed Erin Welsh and Matt with Destination by Design. Erin and Matt provided an overview of previous branding projects and presented their project approach and strategy. Stephanie made a motion to award Destination by Design the contract to update the TDA's brand refresh and Katie seconded. The board unanimously approved.

Grace provided a handout of the bylaws with some changes. After the board reviewed the changes, Tony made a motion to approve the updated bylaws and Katie seconded the motion. The updated changes were unanimously approved.

Grace had previously sent via email some legislation guidelines for Occupancy Tax and provided a printed handout of those guidelines.

Grace provided an overview of the Southeast Tourism Society Marketing College, a three-year marketing program, offering tourism professionals the ability to gain their Tourism Marketing Professional designation. The board reviewed the application from Lucero Marti. Tony moved to approve the application, and Kavita seconded the motion.

Grace provided an activity report.

Grace is working with the state on several programs with America 250. She mentioned the America 250 kickoff will be held at the Alamance Battleground on Saturday, March 7th. Senator Galey and Representative Ross are expected to be in attendance. There will be exhibits and reenactors also during the kickoff event.

In addition, an update was provided on the America 250 Flag Challenge, a statewide initiative in which 4th grade students design a flag representing their county while learning about the history of Alamance County. Approximately 200 Alamance County students participated. The top three designs from each school were evaluated, and a first-place winner along with a runner up were selected and sent to the state. As part of this campaign, ACC will host an exhibition of artwork and essays on March 26 from 5-7pm.

Grace reported the Beyond the Liberty Tree initiative for America 250 is a statewide effort, which began in Asheville, aims to plant a commemorative tree in each North Carolina county. In partnership with the New Leaf Society, a tree is planned for the Alamance Battleground, and an Asheville based artist is creating plaques for each site across the state.

Grace confirmed *The Story of Art in America* video will begin selecting artisans over the next few months. Grace would like to have 10 artists on the list from the community. Some artisan examples include poetry, reading, dance or visual art. Grace will contact the local artisan groups for suggestions.

Grace extended an invitation to board members to attend the Visit NC conference in Asheville. It will take place March 16-18th. Stephanie Williams was interested.

Grace provided ideas for the July 4th holiday and that she is working with the Burlington Sock Puppets to elevate that game night with more than just sponsoring the event as part of our season sponsorship which includes fireworks, but having "George Washington" throw out the first pitch and some other exciting possibilities for the game.

Grace reported on the annual \$1,500 High School Scholarship. Information will be sent out to schools and homeschoolers soon.

A draft of the 2026 Tourism Funding Assistance grant application was reviewed. The board agreed to structure the program as a matching reimbursement grant, with a three-month application period and a 45 day review period. Grace will also explore more options for moving the application process online.

The next TDA board meeting will be on March 24, 2026.

The meeting was adjourned at 12:30 pm.