

BOARD OF DIRECTORS
ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY
Tuesday, January 25, 2022, at 10:30 A.M.
Zoom

Present: Anderson Rathbun
Kavita Patel
Katie Dukeshire-Geoffrion

CVB: Grace VandeVisser
Kaitlyn Herbin

Financial: Susan Evans
Brian Baker

Welcome and Introduction

Katie Dukeshire-Geoffrion called the meeting to order and welcomed Kaitlyn Herbin as the new Visitor Services Coordinator and introduced her to the group.

Approval of Minutes

Katie Dukeshire-Geoffrion asked for a motion to approve the minutes of the October Meeting and Anderson seconded. The minutes from the October meeting were unanimously approved.

Collection Report

Susan Evans presented the Financial Reports as of December 31st, 2021. Total assets are \$1,765,541.00. Revenues reported were \$358,958 with expenditures of \$234,703. Occupancy tax collections reported through November 2021 totaled \$551,545, a 75.31% increase over the same period in 2020 (25.2% over the same period in 2019) with the TDA's share of \$356,688. Investment's total \$585,099. Sales tax collections through October 2021 reflects a 10.2% increase over the same period in 2020.

New Business

Grace VandeVisser presented to the board a meeting day/time change, based on board member schedules through May of 2022. The board decided to move meetings through May to 1:00pm, on the fourth Tuesday of the month. There will be no meeting in March. Future meeting times will be revisited in April.

It has been announced that Alamance County has won the bid for the BMX tournament for July 2022 and will begin working on marketing for that soon. We also won the bid for the PDGA to host a tournament at Cedarock Park in September 2023. This is the Women's National event, but we do not have the specific date at this time.

Grant Review

The following Grants were discussed during the meeting. Alamance Parks and Recreation, Alamance Arts, Burlington Recreation and Parks, City of Mebane, Studio One, Textile Heritage Museum and the Town of Gibsonville have all requested Marketing Grants from the TDA. They were approved as follows:

Alamance Parks- Advertising for Trails in fiscal year 2023 (Starting in July). They used this grant in the current fiscal year for Billboard advertising and would like to expand that into digital

marketing including local radio. They've continued to show growth throughout COVID. Passed: \$5,000 for Digital/Broadcast

Alamance Arts- Requesting grant for advertising print/digital media. Grace will follow up regarding media placement and frequency. The advertising will focus on their upcoming exhibits and musical chairs series. Kavita presented questions on forecasting for the future based on their previous attendance numbers and the gap in the goal compared to the previous year's numbers due to COVID.

Passed: \$5,000 for Digital/Print

Burlington Recreation & Parks- Grant request from B-Town Events for the Carousel Festival in the Spring of 2023. If there is a change of date due to the completion of the carousel, funding would be available to promote the festival for the reschedule date.

Passed: \$5,000 for Digital/Broadcast

City of Mebane- Grant request to continue their billboard advertising with rotating messaging for multiple events. They would like to increase it this year to two billboards running Oct-Dec. The grant allows for requests to be made up to \$10,000 if funds are to be used in a multi-year project. However, it was discussed that the campaign presented is only for the fourth quarter of 2022, therefore, there were concerns regarding eligibility next year. After further discussion, the board agreed to offer them the option to receive the \$5k available for this grant cycle and be able to apply for another one next year or have the full amount they're asking for and be ineligible for the next grant cycle. They are approved for the \$5k if that's what they choose for FY2023.

Studio One- Grant request to advertise using geofencing to specifically highlight their new programming at Snow Camp Outdoor Theater and additional productions at the Studio One theater. Their schedule isn't completed yet and additional information will be needed to consider the project including FY2022 data and an advertising schedule.

Revisit: Will discuss with Studio 1 for clarification on goals, attendance and plan for the grant.

Textile Heritage Museum- Grant request for billboard project to build brand awareness and increase visitor traffic. The project was presented as beginning April/May 2022 but will have to be adjusted to begin after July 1, 2022.

Passed: \$5,000 for Billboard

Town of Gibsonville- Grant request for billboard marketing at the Whitsett exit of 40/85 (in Guilford County) to pull visitors into the downtown area. Although Gibsonville is a shared community with Guilford County, discussion about the billboard location was had and the board suggested supporting the project with reconsideration of the billboard location moved to direct access to Gibsonville through a billboard/exit that encourages travel through Alamance County.

Passed: \$1,750 for Billboard

Katie Dukeshire-Geoffrion motioned to approve \$5k each for the following: Textile Heritage Museum, Burlington P&R, Alamance Arts and Alamance Parks. A second motion was received Kavita Patel. They were brought to a vote and unanimously approved. Katie then made a motion to move forward with Gibsonville (based on changes to billboard location), Mebane (option

given, see above) and Studio One grants. A second motion was received Kavita Patel. They were brought to a vote and unanimously approved.

CVB/Visitor Services Updates

Kaitlyn discussed social media updates including follower data, engagement information etc. for Facebook and Instagram. Followers are up on Instagram and Facebook as well as engagement compared to the last 30 days. Facebook engagement to our website remains the top social platform for visiting our website. An update to Facebook and Instagram algorithms was also announced recently and this may cause changes in results in February. Stories were also brought up as an option to increase page views.

Grace provided updates including the additional top referring sites, which included Our State, The City of Mebane and Visit NC. These have remained similar to referrals in the past. The events page continues to be our top page. Spring events are gaining traction including the Dogwood Festival in Mebane.

The visitor guide is currently at the printer and will be distributed in the next week or two. They're being sent to Welcome Center's in the state as well as airports like RDU and PTI directly from the printer.

Grace announced the Our State digital contest we will be participating in during the month of March for thirty days. The goal is to capture the audience that would be willing/interested in visiting our area. The winner of the contest will win a two-night stay in Elon with breakfast and dinner, a private pottery class at Curry Wilkinson Pottery, and a kayaking trip from Haw River Canoe and Kayak.

Reimbursement grants for FY2022 have begun to be issued. Budget preparation will also begin soon for FY2023.

Grace updated everyone on upcoming trade shows and conferences including the Visit NC 365 conference in March. Updates on new businesses in the area were discussed, including Carolina Sundries in Downtown Burlington who have a partnership with Alamance Parks offering park clothing in the shop, and proceeds go to Alamance Parks.

Adjourn

Katie adjourned the meeting and the upcoming meeting dates are forthcoming. Minutes submitted by Kaitlyn Herbin.

Upcoming Meeting Dates:

February 22, 2022 @ 1:00pm- Location TBD

March-No Meeting