

**BOARD OF DIRECTORS**  
**ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY**  
**Tuesday, July 27, 2021 at 10:30 A.M.**  
**Burlington Historic Depot**

Present:	Kavita Patel	CVB:	Grace VandeVisser
	Matt Patel		LaToya Marsh
	Jessalynn Strauss		Brian Baker
	Katie Dukeshire-Geoffrion		

**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 May minutes. No updates were needed. Jessalyn motioned to approve the minutes and Matt seconded. Minutes were unanimously approved.

**Collection Report**

Grace VandeVisser presented the Financial Reports in Susan's absence for July 1, 2020 to June 30, 2021. Total assets and liabilities are \$1,566,493. Revenues reported were \$490,256. Expenditures reported were \$400,851. Revenue over expenditures were \$89,405. County occupancy tax collected through May is \$753,820 with the TDA share of \$487,495. Investments are \$585,082. Sales tax collections were over by 16.81% through April, in comparison to the previous year.

**Visitor Bureau Updates**

Civil War Trail – We are working with the Director of the Civil War Trail program, Drew Gruber, to review and update the current interpretive signs on our trail. We would like to gather individuals in our community that could assist in expanding the content and providing new content to consider. Possibly adding additional signage. It would also be good to have them more interactive. Shineece Sellars with the African American Cultural Arts Center has expressed interest in participating in this discussion. Some of the those we need to reach out to are Dr. Vincent, our local historian and local church, Providence Church. Katie will reach out to Dr. Powell and the Moravian Church. Grace will talk to Shineece and see if she has any contacts that could be of assistance to us. We will also look to see if there is a historian at the library. In addition, we do have a contact within the Occaneechi Band of the Saponi Nation tribe. They too have expressed interest in presenting additional content for display. As for our current trail, we did lose one of our sign on Route 119.

TDA Board Update – As a reminder, we have three board members who are on the Board of Commissioners agenda for re-appointment on August 2<sup>nd</sup>. They include Jessalyn Straus, Matt Patel and Katie Geoffrion.

Cision Reporting – We began utilizing the Cision platform to monitor mentions in our community related to tourism. For FY2021, Saxapahaw has seen the greatest impact with 166 mentions, 4500 social amplifications and \$2.7 million worth of ad equivalency. Burlington was second with 85 mentions, 2000 social amplifications and \$90.05K in ad equivalency. Graham had 28 mentions, 58 social amplifications and \$13.98K in ad equivalency. Mebane had 23 mentions, 130 social amplifications and \$2.6K in ad equivalency and Elon had 9 mentions, 1.3K social amplifications and \$2.9K in ad equivalency.

As an update to our search for a Visitor Center location, we understand that ABSS is no longer pursuing this option to move into the BB&T location. Jason Cox has followed up with the listing agent to update him that we are still interested. To date, he has not heard a response back. Grace was told that another bank, perhaps American National, is due to close in Graham.

Events are back online. New visitors are up 156.68%. Returning visitors are up 259.81%. Engagements are up 160.83%. Top referral channels are Visit NC, MLB, Greensboro.com, CBS17.com and Our State. Since February we have had consistent increase in views of our online guidebook. Instagram has 18 new followers and approximately 900 engagements and 12K impressions. We continue to highlight new businesses as part of our New Business Highlights on social.

We have been working with the Visit NC site to upload new listings and events, as well as keeping the Visit Alamance site updated. There have been 50 online brochure requests, 32 walk-ins, and 148 Facebook engagements. Six events have been added for Paramount Theatre and the shows are now on sale with the opening show scheduled for August 20<sup>th</sup> with The Embers. Saturdays at Saxapahaw are also online, with four Saturday concerts for the month of August. The Haw River Ballroom has also added approximately 20 events extending into 2022. We are also reviewing the visitors guidebook for updates and revisions. We are also working on a rack card for the Paramount Theatre that they can give out for the remainder of 2021.

All 12 initial advertising spots for the Our State Coop have been contracted. There are a few more businesses who have expressed interest. Our State has agreed to provide us the same rate for another two-page spread. This allows us to extend the offer to additional partners. There are a variety of new partners participating this year including: Shamrock Nutrition, Burlington Downtown Corporation, Granddaddy Antiques and Mebane Merchants. The cost to participate is \$500 for a 1/6 page.

## **Adjourn**

Katie adjourned the meeting at 11:25 am  
Minutes submitted by LaToya Marsh

Upcoming TDA Dates:  
August 24, 2021 – Country Inn Suites Burlington