

**BOARD OF DIRECTORS
ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY
Wednesday, June 23, 2021 at 10:00 A.M.
Held at Fairfield Inn, Mebane NC**

Present: Kavita Patel
Matt Patel
Anderson Rathbun
Katie Dukeshire-Geoffrion (phone)

CVB: Grace VandeVisser
LaToya Marsh
Brian Baker

Financial Officer: Susan Evans

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. Anderson motioned to approve the minutes and Kavita seconded. Minutes were unanimously approved.

Collection Report

Susan Evans presented the Financial Reports for July 1, 2020 to May 31, 2021. Total assets and liabilities are \$1,541,480. Revenues reported were \$420,895. Expenditures reported were \$356,503. Revenue over expenditures \$64,392 which will be added to the fund balance. May 31 distribution collected is \$647,359 of which for April we are up 131.05% from last year. Investments are \$585,082. Sales Tax received for March \$2.5 million as opposed to \$3.1 million which is down 17.46% but overall is up 12.86%

Visitor Bureau Updates

Grace welcomed LaToya Marsh as the new Visitor Services Coordinator.

In the next 4-6 months will put in a new order for Visitor Guide Books. We will update, refresh and personalize it more. If you have any suggestions let us know. We will be working with Dori to redesign the cover.

Those that currently hold board positions have reapplied and will be on the commissioner's agenda for August 2, 2021.

Board member, Jessalyn Strauss has class that ends at 10:30am for the next semester on Wednesday. We will need to check with her on what days she does not have class and will let the

board know so we can come up with a new day/time. 10:00am works for everyone on alternate dates.

Visit NC has created a new promotion which is an outdoor interest overview page. They chose two partners to be on the state site under this page. We are one of the partners. It will run from July 2021-December 2021. It will point to our parks system. After six months the page will still be discoverable. They average about 20,000 page views. We will also be highlighted on the Dogs Visit NC Facebook group. This campaign highlights dog-friendly and safe activities in the area. We will be pinned at the top for 2 weeks with Dogs at Smitty's being highlighted.

The new recreation video was released a couple weeks ago on our FB page under videos. It has over 1000 views.

Traffic on website is picking up. New visitors have increased by 27% and returning visitors have increased by 60%, which is up 82% and 117%, respectively, from last year. Branded content partnerships, included Our State and the Burlington Sock Puppets. The Elon article on Our State is still online with 83,000 views, 125,000 impressions and 48 shares. The Burlington Sock Puppets, via pre-opening day promotion, has had over 26,000 impressions and 32 shares. FB has an 11% gain this fiscal year, Instagram has 24 new followers and over 14,000 impressions. Our State, Visit NC and MLB were our top referring sites this month. Our top reporting pages were Events, Saxapahaw, and the lakes.

In the past month, over 13,000 website pages were viewed, 55 brochures requested and 10-12 cases mailed out to date. The top geographic areas that view us online are Greensboro/High Point/Winston Salem, Raleigh/Durham, Charlotte, Atlanta and DC.

The Made in NC Awards with Our State information has been sent to partners. Some partners have submitted applications in the past. We hope to have more participants this year and gain more exposure.

Next month we will have information about the Our State cooperative ad sent out. We will only participate in the co-op in December.

We have renewed our subscription for the event impact calculator with Destinations International. There was a request from Burlington Recreation to get economic impact figures from Region X. Waiting on recap from NC Fusion. Katie had 2 teams from NC Fusion. The housing company will send list of hotels that had blocks so it can be reported to the city. Should receive that information in early July. There will be a meeting with Gary Gartner with Fusion next week. Katie wants to know more about how they select game locations as parents are receiving information the day before arrival and often find themselves further away from the fields and also, room blocks are not filling up.

The AENC annual meeting will be in person in July and Grace will attend. There will be a silent auction and the Inn at Elon will donate a 2-night stay with dinner. We attended the Downtown Burlington meeting to discuss 4th Fridays, City Park Concerts and Halloween changes. More information about that will come out soon. The Paramount Theatre will have shows starting in

August. We can't put the list up yet but will as soon as we have all the information. Our next SDC meeting will take place on July 21 at the Inn at Elon at noon. There will be lunch and a tour after the meeting.

The board expressed interest in pursuing a page/portal that will allow hospitality partners another avenue for job postings. Will reach out to Simpleview for options.

Katie, Matt, Anderson and Kavita requested Visitor Guides to be delivered.

As a follow up to the search for relocating the CVB, PNC is not interested in pursuing a lease as they just want to sell. The owners of the BB&T building, are currently involved in a negotiation with ABSS. It does not appear that the ABSS board is interested in pursuing this option, however, we will have to wait on their final decision before we revisit this option with them and Jason Cox. Jason will continue to monitor their plan.

Adjourn

Katie adjourned the meeting at 11:07 am
Minutes submitted by LaToya Marsh

Upcoming TDA Dates:
July 28, 2021 – Historic Depot
August 24, 2021 – Country Inn Suites Burlington