

Grace reported on the following items:

The job description for the Visitor Services Representative position is being reviewed and should be posted within a few weeks to fulfill this position.

Grace met with Commissioner Craig Turner. He wanted to meet to learn more about the TDA, the bureau and its' mission/distribution of funds. He did express interest in the possibility of a convention center/special event venue being built in the county. This has been brought up several times over the last few years. It was discussed that a feasibility study would be the next step for such a project. There was interest from Craig on the cost of such a study. Based on some preliminary research, it appears that a study of this kind would cost upwards of \$60,000. This may be an opportunity for the TDA to consider this study to identify this growth for us. In addition, it would provide us a location to potentially house the Visitors Bureau. The board felt that this was something to consider should there be additional interest and discussion from our community leaders to pursue this study.

Brian and Grace met with Jason Cox for a tour of the vacant BB&T building in Graham as a potential site to move the Visitors Center. The space offers an abundant amount of space to house the center as well as 1-2 additional businesses. Jason is interested in the lot located immediately behind the building for development. He is preparing some preliminary estimates on remodeling the space. Although we would be renting the entire space, we would have the ability to sublet the portions we would not incorporate into the Visitors Center. (Initially, this was being approached as a split sale opportunity, but the county would have to purchase the property and rental payments would be made to the county. The county would be responsible for maintenance of the building.)

The CVB, the Alamance County Chamber of Commerce and the United Way are researching interest from county restaurants regarding the future of a Restaurant Week.

The CVB is working with the parent organization of the Civil War Trails, along with local historians to update our current trail stories and look to expand them. This is a tourism product identified as an open-air museum.

The Visit NC 365 Conference will be held virtually on April 21 & 22, 2021 and at no cost this year. An invitation went out to our partners to attend/participate in the conference.

Some highlights of current/upcoming advertising included editorial on Graham on OurState.com and promoted via FB. In addition, a sponsored promotion through Visit NC was executed via their social channels. Editorial highlighting Mebane, through Our State, will take place in April. We have seen a significant increase (51) in follows via Instagram from the above – currently at 2,219 follows.

There was Sports Development Council meeting on March 17th. Some of the items discussed included Elon Football having a game on April 3 against William & Mary that would be open to the public with advance ticket sales. Also, Burlington Recreation recapped the upcoming tournaments which include Region X and the Sr. Softball Tournament. Indian Valley Golf

Course is now The Valley Golf Course. The Alamance Country Club is installing some Pickleball courts and this may allow us an opportunity to host a future pickleball event utilizing their courts and Burlington/Mebane facilities. Both recreation departments stated that they will continue to offer their facilities to tournaments outside of the immediate area.

Adjourn

Katie adjourned the meeting at 11:48am
Minutes submitted by Grace VandeVisser

Upcoming Dates:

April 21-22 – Visit NC 365 Conference
April 28 – TDA Board Meeting, Hosted by Hampton Inn-Mebane