

Alamance County Tourism Development Authority

Board of Directors Meeting

March 24, 2026

Fairfield Inn & Suites Mebane

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

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 February minutes, and Teena seconded. The meeting minutes were unanimously approved.

Collection Report

Susan also presented the Financial Reports as of February 28, 2026. The total fund balance is \$2,549,176. The TDA's total revenue collected was \$603,322. Total expenditures were \$497,578.09. Total occupance tax collections totaled \$820,220. Investments totaled \$1,188,975. Sales Tax Collections totaled \$23,659,889.

Visitor Bureau Updates

Grace reminded the board of the 2pm kickoff meeting with Destination by Design for the brand refresh.

Grace has received a grant application from Graham Parks and Recreation for 2027 Arts Around the Square and anticipates additional applications to be submitted for review.

Grace provided an update on the new legislation that required websites to be ADA compatible. Grace is gathering information and pricing for the TDA's website.

Grace submitted the TDA's budget to the county for review, which includes funding for a full-time communications coordinator to replace Motley and would expand the TDA office to three people.

Grace provided an update on the Bank of America building. One inspection has been completed, and the basement inspection has not been completed. Once that is complete the inspections company will issue the reports.

Grace is scheduled to tour the Burton Estate in Mebane.

Grace has contacted Buc-ees regarding their potential opening date and will follow up on adding Alamance County brochures and information.

Grace attended the Main Street Conference in New Bern and the VisitNC conference in Asheville. Stephanie mentioned that at the VisitNC conference there was a lot of emphasis on using AI tools for travel and the importance of some changes to make sure Alamance County is more searchable and identifiable.

The next TDA board meeting will be on April 28, 2026.

The meeting was adjourned at 11:20 am.