

Alamance County Tourism Development Authority

Board of Directors Meeting

May 28, 2024

Historic Depot, Burlington

Board Present: Anderson Rathbun CVB: Grace VandeVisser
Teena Koury Reed Northcott
Danielle Claudio

Recreation Staff: Jamie Merchel & Diane Neese Financial: Susan Evans

Moment of Silence

Anderson Rathbun called the meeting to order.

Approval of Minutes

Danielle motioned to approve the April minutes, and Teena seconded. The meeting minutes were unanimously approved.

Collection Report

Susan presented the Financial Reports as of April 30, 2024. The total fund balance is \$2,199,234. Total revenue received was \$789,852. Total expenses to date were \$702,815. Occupancy tax collections were \$1,052,626. Investments totaled \$1,102,610. Sales tax revenues to date were \$30,453,957.

Visitor Bureau Updates

Grace reported that the board has two openings in August. Teena Koury, the Accommodations Representative, has served one term and is eligible to reapply, and Anderson Rathbun, representing Tourism, is completing his second term. Grace said she would email TDA partners about the current board openings. Teena suggested David Morton and Chuck Hursey to see if they would be interested in serving.

Grace provided a handout of the current grant application rules, which were reviewed. Susan suggested adding to the application that reimbursement expenditures are not to be claimed for any other grant.

Brian Baker suggested that the TDA transfer the funds of \$650,000 to the county to avoid having the county secure a loan and the interest associated with said loan. In addition to this prepayment of funds as part of a 20 year lease, the TDA would also have a \$1 yearly, auto-renewal fee on the lease. If during the active 20-year lease period, the county chooses to want the building for their own use, the county could buy out each year, with 90 days-notice, for the purchase price amount, reduced by 5% per year. Some additional details regarding long-term and routine maintenance remain to be discussed.

As this was not originally on the agenda, Susan Evans contacted the county attorney who confirmed that this could be added to the current agenda if unanimously approved by the board. Danielle made a motion to add to the agenda, and Teena seconded. Danielle made a motion to approve what was proposed, and Teena seconded. The proposal was unanimously approved.

Grace updated the board on the members of the America 250 committee. The members will consist of Grace VandeVisser, Nathan Schultz with Alamance Battleground, James Shields of the African American Cultural Arts Center, Kim Willard with Alamance Arts, Rebecca Fecher and Sherri Singer with Alamance Community College, Susanna Goldman from the Library, John Guss from Textile Heritage Museum, Traci Davenport from Mebane Historical Museum, Carole Troxler from Alamance Historical Society, Bill Vincent from Alamance County Historical Museum, Lynn Cowan with Preservation Burlington, and Woody Pelton. Brian Baker has a resolution that will be presented to County Commissioners. Once passed, the committee will apply to participate in the America 250 program. This is an opportunity to brand and collaborate under America 250 NC and utilize them for potential programming.

Grace reported that Placer AI's existing contract would not allow additional user's access to their software. When the contract is renewed this summer, the parks department would be added as a user and the annual fee will have a 5% increase.

Media mention updates included Buc-ee's being high in the media ratings.

Mebane recently passed their social district.

The Dogwood Festival had over 22,000 people during the 2 days in downtown Mebane.

Due to a rainy weekend, the Carousel Festival had less than 9,000 people over the 2-day festival.

USA Today had a recent article on the top 100 US Barbeque restaurants. Steve's Smokehouse in Graham was mentioned with 133 nationwide shares.

Forgotten Road Ales recently received a Gold Award for their Scottish Ale during the 2024 World Beer Cup held in Las Vegas.

Burlington is still receiving recognition on the show 50/50 Flip on A&E.

The CVB will be working with Our State in the development of an upcoming reel promoting the outdoors and will be working with Visit NC to produce video, including B roll, to be used this fall.

The meeting adjourned at 12:10 pm.