

Alamance County Tourism Development Authority

Board of Directors Meeting

November 28, 2023

Impact Alamance

Present: Anderson Rathbun
Kavita Patel
Chuck Marsh
Teena Koury
Danielle Claudio

CVB: Grace VandeVisser
Reed Northcott
Jamie Merchel

Financial: Susan Evans

Moment of Silence

Anderson Rathbun called the meeting to order.

Approval of Minutes

Chuck made a motion to approve the October minutes and Danielle seconded. The meeting minutes were unanimously approved.

Collection Report

Susan presented the Financial Reports as of October 31, 2023. The total fund balance is \$1,988,942. Total revenue received was \$267,809. Total expenses to date were \$374,914. Occupancy tax collections were \$394,473. Investments totaled \$588,837. Sales tax revenues to date were \$7,591,773, an increase of 5.13%.

Audit information for FY2023 was presented by Elsa Watts with Martin Starnes & Associates. The audit report gave an unmodified opinion of the Financial Statements, with no significant deficiencies or material internal control weakness identified. Revenues increased by \$948,258 or 12% and expenses increased \$769,343 or 26%, The fund balance increased \$238,213 or 13% due to revenues exceeding expenditures. Total fund balance is \$2,014,772. The available fund balance would provide coverage for 33 months of expenditures.

City of Burlington Presentation/Request

Rachel Kelly with the City of Burlington provided information on the Burlington Pickleball complex. Four construction bids were submitted, and Burlington City Council awarded a bid to Bar Construction Company from Greensboro to construct a 17-court complex at Burlington City Park and convert 2 tennis courts at Fairchild Park to Pickleball courts. The full budget cost is \$4.5 million. The City Park complex will feature a first-class facility to include city-branded surfaces, a 4 ft fence, a covered Championship Court and integrated lighting, shade and furniture, new restrooms, Wi-Fi and security, additional parking lots, and a pedestrian walkway. The project is projected to be completed in Summer 2024.

The City of Burlington is requesting \$25,000 from the TDA to provide a market analysis study to deliver a market assessment, detailed financial forecasting, and economic impact analysis to identify the potential number of events to include teams, participants, spectators, and length of stay.

A motion was made by Chuck, seconded by Danielle to approve the funding. The motion passed unanimously.

Visitor Bureau Updates

Grace has provided an update on the 2025 reported on BMX 2025 National Bid. The event was successful in 2022 and anticipates that its' former success will provide a chance of the event returning in the summer of 2025. The winning bid should be announced during the first or second quarter.

Grace had a meeting with the TDA in High Point who also uses the ITI Digital calendar software and they include community events on their tourism calendar. Grace suggested that this would be a great addition to our current website, as the community has struggled to find one location to access events in Alamance County. Through this format, visitor friendly events would be served first, followed by community events. Our office would still have to approve them before populating them on our website.

Grace has completed writing the resolution for the DTN Scholarship Funding and has sent it to the County Attorney for review. Once it is approved, it will be added to the County Commissioners' agenda for further consideration. Grace has also gathered some scholarship applications and will provide a draft to the board. Currently, there is a balance of \$3793.50 in the account. Anderson has suggested that \$1500.00 be awarded to one student this year.

Grace provided a schedule of monthly board meeting dates for the upcoming 2024 year. Meetings will continue to be held on Tuesdays at 10:30 and locations will vary throughout the county.

Grace reported problems with accessing the analytics on Google have been resolved.

Grace discussed the current grant guidelines which are available to non-profit organizations, including municipalities. With the recent legislation authorizing the creation of the Alamance Municipal Tourism Development Authority, the board may want to review the grant guidelines in the future. Grace provided a copy of the legislation authorizing the creation of the Alamance Municipal Tourism Development Authority.

Grace suggested awarding grants to for-profit organizations/companies and exploring other categories (examples: projects, tourism event development, enhancing an experience that is already established, planning tools and technology, and outreach) for grant awards. Susan stated the State guidelines are written differently than other states and suggested asking the County Attorney's office to research the State statute for more details of who can receive grant funds.

Grace also provided a list of recently passed sports/tourism related laws including the Fairness in Women's Sports Act and the Sports Wagering/Horse Racing Wagering bill (effective 1//8/24).

Grace reported that Gibsonville used the grant received from the TDA to advertise in Our State Magazine with sponsored editorial and this has received a high level of interest and engagement through the magazine and local social channels.

Bucee's is projected to come to the Mebane area which would provide a significant visitor increase. McKay's Bookstore, out of Greensboro, will be closing their doors in GSO and will open soon in their new location in Mebane, providing new/used books, vinyl's and more.

The Burlington Christmas Parade and the Mebane Parade were streamed live this year.
Saxapahaw has received national advertising coverage on some of the Haw River Ballroom concerts.
The TDA has continued offering cooperative partner advertising and will consider some new ideas for FY 2024.

Grace mentioned the TDA will not meet in December and regular meetings will resume in January 2024.

Meeting adjourned at 12:15pm.