Alamance County Tourism Development Authority

Board of Directors Meeting

September 22, 2026
Historic Depot, Burlington

Board Present:	Tony Laws	CVB: Grace VandeVisser
	Tracy Schmidt	
	Kavita Patel	Finance : Susan Evans
	Katie Geoffrion	Recreation: Jamie Merchal
	Jennifer Talley	

Call to Order

Kavita Patel called the meeting to order at 10:33am. Katie arrived at 10:41am, Jennifer arrived at 10:45am.

Approval of Minutes

Tony motioned to approve the August minutes, and Tracy seconded. Tony motioned to approve the September Special Called Meeting and Kavita seconded. The meeting minutes were unanimously approved.

Finance Report

Susan presented the Financial Reports as of August 31, 2026. The total fund balance was $2,092,085. For FY2027, to date revenues were $84,560, with expenditures of $116,968. Total occupancy tax collections for July 2026 were $123,585, an increase of 6.54% over the previous July.

Destination by Design Brand Refresh Update

Matt Wagoner, Creative Director, provided an update on the recent survey completed. The board decided to move forward with concept #4, which was aligned with the pillars identified. The next stage will be to expand on the design assets, with additional refinement in order to prepare the brand guidelines. These will be presented at the next board meeting in October with Matt making an in-person presentation.

New Visitor Center Updates

K&K Landscaping is providing lawn maintenance at the property. Grace provided proposals from both K&K Landscaping and Living Landscapes. The proposals were inclusive of shrubbery removal and installation of new plants. The board requested that proposals for each portion be separate.

Other Updates

The interview process will begin this week for the Marketing and Communications position.

The next regularly scheduled TDA board meeting will be held on Tuesday, October 27, 2026.

Adjournment

Tony made a motion to adjourn the meeting, seconded by Tracy. The motion carried unanimously at 12:00pm.