

BOARD OF DIRECTORS
ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY
Wednesday, January 27th 2020 at 11:00 A.M.
Visitors Bureau Office

Present:

Kavita Patel
Matt Patel
Katie Dukeshire-Geoffrion

CVB Staff: Grace VandeVisser
Claire Davis
Brian Baker

Financial Officer: Susan Evans

Moment of Silence

Katie Dukeshire-Geoffrion, Chair, called the meeting to order and a moment of silence was observed.

Approval of Minutes

Katie asked if there were any additions or corrections to be made to the minutes of the December meeting. No updates were needed. Matt Patel motioned to approve the minutes and Kavita Patel seconded, with all in favor.

Collection Report

Susan Evans presented the Financial Reports for July 1st, 2020 to December 31st, 2020. Total assets are \$1,461,058. Total revenue reported totals \$203,061. Total expenditures total \$177,818. Occupancy tax collections reported through December 31st, 2020 totaled \$311,898, a -29.20% decrease over the same period in 2019 with the TDA's share of \$201,704. Investments total \$585,042. Susan provided the board members with copies of the recent audit which was completed.

Visitor Bureau Updates

Grace VandeVisser discussed the board member recommendation. Two applications were submitted to fulfill the open board position; Joyce Davis, owner of Joy! Cruises and Tours and Anderson Rathburn, General Manager from Burlington Baseball. Grace made a recommendation to seek the boards approval for Anderson Rathburn to fulfill the open position. Katie asked for a motion to approve Anderson. Matt motioned to approve and Kavita seconded, with all in favor.

Grace thanked everyone for completing the online surveys about the grants. Grace reminded the board that Alamance Parks' grant application was previously approved for \$5,000 at the last board meeting. The grant applications were as follows. Studio 1/Acts submitted a grant for promotional materials for their upcoming schedule of productions. They were recommended to receive a grant in the amount of \$3,600. The Textile Heritage Museum submitted a grant

application for a project to create a Historical Tourism Trail in Alamance County for all the mills. The recommended amount to award was \$5,000. Graham Recreation and Parks submitted an application for a Wyatt Outlaw Art Project that is being marketed on a national level. The recommended award amount was \$3,800. The City of Mebane submitted an application for billboards, design and social media ads through-out the area. \$6,000 was the recommended award amount. The Animal Park at the Conservators Center submitted an application for streaming, radio and billboard advertising and was recommended to receive \$5,000. Alamance Arts was recommended to receive \$3,400 for their Musical Chairs Series and four main exhibits this year including social media promotion. The African American Heritage Center was recommended to receive \$3,000 for social media promotion of events. The Gibsonville Merchant Association was recommended to receive \$3,000 for marketing. The Town of Gibsonville was recommended to receive \$250 for marketing an event celebrating the 150th anniversary of Gibsonville. The Town of Haw River submitted an application for a mural downtown. The recommended amount to receive for their project was \$3,600.

Grace asked the board if they were willing to approve the amounts recommended above, excluding the Animal Park at the Conservators Center as more details are needed to approve their application. Matt motioned to approve the applications as stated above and Kavita seconded the motion. All were in favor.

Grace updated the board on the search for a new Visitor Center location. The BB&T building which was an option, is now vacant and the cost to sell is \$2.2 million, with the cost to rent at \$10,000 a month. Grace stated that Jason Cox reached out, he is the owner of several buildings in downtown Graham, to let Grace know that there is a building available for rent downtown Graham. The price would be \$1,800 a month. Grace stated that the concern is the political climate downtown if we were to make a move at this time.

Grace shared about the upcoming digital stories with Our State magazine. In March the story will be about the city of Graham. April will include the City of Mebane, and Elon and Burlington combined will be in May. Grace shared that theme takeovers are taking place on social media, including the theme of couples in February, and every month through the year will utilize a different theme. The CVB is also working on a video that takes the viewer throughout the county utilizing the murals. Grace led a discussion with the hotels about utilizing meeting spaces going forward.

Claire Davis shared social media statistics for the last 28 days. Facebook has 2,266 page followers, with 11 new page likes this month, 204 post engagements, 931 post reach and 71 views. The most popular post on the website has been a blog post called The Foodies Guide to Alamance County, with the second being the Explore Towns and Villages page. Followed by two listings; 2-Twelve Seasonal Kitchen in Mebane and Explore: Saxapahaw. On Twitter we have 118 followers, 2,249 views and 4 new followers this month. Claire shared that we have a new wedding page that we've updated with local venues. Grace stated that she let Jennifer with the county know that she could include the wedding page in the newsletter for county workers who may be engaged and looking for a wedding venue.

Adjourn

Katie adjourned the meeting at 12:19pm.
Minutes submitted by Claire Davis.