

**Washington Tourism Development Authority
Board of Directors Meeting
Wednesday, September 11th, 2024,
Washington Civic Center
*Minutes***

ATTENDEES

Andrew Kuhn

Fred O. Watkins III* (Chair)

Anthony Tyre* (City Council Liaison)

Jeanne Harris (Assistant Finance Director)

Bobby Clark*

Manfred Alligood* (Vice Chair)

Catherine Glover (WCC)

Paula Stephenson

Charlotte Stubbs

Wanda Geisen* (Treasurer)

* Board Members

Absent: Dee Patel, Linda Harrington & Tammy Swindell

CALL TO ORDER:

Chairman Fred Watkins III called the meeting to order at 12:04 pm. Wanda motioned to adopt the agenda; Bobby seconded the motion, and the agenda was adopted. Wanda motioned to approve the August meeting minutes; Bobby seconded, and the minutes were approved.

VISITOR CENTER UPDATE:

Catherine presented a report to the board showing data from the Visitors Center. The data indicated the reasons for visitors' trips to Washington and what they sought. Over the last three months, the average number of visitors has been around 1,100, slightly declining each month. The data is collected through conversations and a sign-in sheet for visitors to leave their information.

ADMINISTRATIVE REPORT.

Treasurer's Report:

Tammy Swindell, the City of Washington's Administrative Services Director, was out sick. Jeanne Harris, the Assistant Finance Director, reviewed the August numbers for the board. The TDA's balance is negative for two reasons. First, the occupancy tax receipt in July was meant for June, so the auditors had to move those funds into June for the 2023-2024 fiscal year. Second, the July taxes were deposited until September. The next meeting should show that the occupancy taxes have been caught up for the current fiscal year.

Wanda motioned to accept the Treasurer's report; Manfred seconded, and the report was approved.

Civic Center Report:

The Venue & Event Manager, Charlotte Stubbs, reviewed the report. Only one day is available for wedding packages and or nonprofits in 2025. The schedule for 2026 is now open, and 17 nonprofit events have been added. Charlotte shared pictures of the most recent upgrades to the kitchen, including the new flooring that matches the ballroom and the oven removal.

Bobby motioned to accept the Civic Center report; Wanda seconded, and the report was approved.

Directors Report:

The Tourism Development Director, Paula Stephenson, presented the director's report. During her report, she showcased her previous blogs written on our website and WRAL's "Hometown Carolina." Paula then went over social media, newsletter, and website metrics. She reviewed the upcoming events in Washington and the businesses featured by other marketing outlets last month.

Wanda motioned to accept the Director's report; Bobby seconded, and the report was approved.

OLD BUSINESS

WTDA Resource Request/Grant Program

Wanda mentioned that the grant should be available hopefully within 30 days

NEW BUSINESS

Strategic Planning

Paula wanted to review the board's schedule for October. She planned to gather the board for a Strategic Planning Trip to discuss TDA's future goals and objectives. She mentioned October 9th as one possible date for it.

INFORMAL DISCUSSION AND PUBLIC COMMENT

ADJOURN

Manfred motioned to adjourn the meeting; Wanda seconded, and the meeting was adjourned.

The next board meeting at the Civic Center is scheduled for noon on October 16th, 2024. Conference Room.

Respectfully submitted,

Andrew Kuhn

Marketing & Outreach Coordinator

Washington Tourism Development Authority