

**Washington Tourism Development Authority
Board of Directors Meeting
Wednesday, July 17, 2024,
Washington Civic Center
*Minutes***

ATTENDEES

Andrew Kuhn	Manfred Alligood* (Vice Chair)
Anthony Tyre* (City Council Liaison)	Mike Dail (Director of Community & Cultural Services)
Catherine Glover	Paula Stephenson
Charlotte Stubbs	Tammy Swindell (Administrative Services Director)
Fred O. Watkins III* (Chair)	Wanda Geisen* (Treasurer)
Jessica Hoover (Sign Interpreter)	
Linda Harrington*	

* Board Members

Absent: Bobby Clark & Dee Patel

CALL TO ORDER:

Chairman Fred Watkins III called the meeting to order at 12:05 pm. Wanda motioned to adopt the agenda; Linda seconded the motion, and the agenda was adopted. Wanda motioned to approve the June meeting minutes; Linda seconded, and the minutes were approved.

VISITOR CENTER UPDATE:

Catherine informed the board the visitors center had over 1500+ visitors last month. The visitors center asked visitors where they came from, and Catherine provided the board with this data. The visitors have ranged from New York, Florida, Arizona, and California, and even a few out-of-country visitors from Germany, Japan, Canada, and Madagascar.

Catherine also mentioned a few boaters had visited Washington through Navionics, and the reviews have been very positive about Washington.

ADMINISTRATIVE REPORT.

Treasurer's Report:

Tammy Swindell, the Administrative Services Director for the City of Washington, has reviewed the Treasurer's report and found that the WTDA and Civic Center are performing well. In June, there was a net positive. But we won't have the official numbers until the auditors come in. Our occupancy tax is currently trending \$95,000 over the current Y/D. Linda motioned to accept the Treasurer's report; Wanda seconded, and the report was approved.

Civic Center Report:

The Venue & Event Manager, Charlotte Stubbs, reviewed the report. There are only five Saturdays left for wedding packages and only four Saturdays available for nonprofits in 2025. Social media numbers are up for Instagram and Facebook. Linda motioned to accept the Civic Center report; Wanda seconded, and the report was approved.

Directors Report:

The Tourism Development Director, Paula Stephenson, presented the tourism report to the board. She discussed the current social media numbers and metrics. She also showcased new digital media from Our State Magazine, highlighting Goose Creek State Park. Paula mentioned that the Hype Video from WRAL should be coming out soon. The 2025 travel guide by Visit NC will feature the NC Estuarium and the Hackney. Linda motioned to accept the Director's report; Wanda seconded, and the report was approved.

OLD BUSINESS

WTDA Resource Request/Grant Program

Wanda looked at other tourism authorities to see how they regulate their sponsorships and grants. She used Charlotte's TDA as an example, which the board reviewed. Anthony Tyre mentioned the board should look into getting legal help to structure the grant the way it would like. Paula and Wanda mentioned they would meet with an attorney.

NEW BUSINESS

Wanda brought up the role of the Public Information Officer, one of the Director's duties. Paula was concerned that she could review and approve the communications budget but could not see what was spent on it. Tammy mentioned she would address these concerns with Johnathan.

INFORMAL DISCUSSION AND PUBLIC COMMENT

None

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 August 21st, 2024. Conference Room.

Respectfully submitted,

Andrew Kuhn

Marketing & Outreach Coordinator

Washington Tourism Development Authority