**Alamance County Tourism Development Authority**

**Board of Directors Meeting**

**August 24, 2021**

**Country Inn & Suites - Burlington**

**AGENDA**

1. Welcome Katie Dukeshire- Geoffrion
2. Approval of July 2021 Minutes Katie Dukeshire- Geoffrion

1. Finance Report Susan Evan

1. New Business Grace VandeVisser

IMG/Elon Marketing Proposal

Marketing Grant Program Expansion

1. Old Business

Visitor Center Updates Grace VandeVisser

1. CVB/Visitor Services Updates Grace VandeVisser

PR, Marketing and Social Updates & LaToya Marsh

Hotel Data Reporting

1. Other Business
2. Adjourn

**TDA Board Meeting:**

September 21 – TBD