BOARD OF DIRECTORS

**ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY**

**Wednesday, May 26, 2021 at 10:00 A.M.**

**Held at Hampton Inn, Mebane**

Present: Kavita Patel CVB: Grace VandeVisser

Matt Patel Brian Baker

Anderson Rathbun

Financial Officer: Susan Evans

 **Moment of Silence**

Kavita Patel, Vice-Chair, called the meeting to order and a moment of silence was observed.

 **Approval of Minutes**

Kavita asked if there were any additions or corrections to be made to the March minutes. No updates were needed. Anderson motioned to approve the minutes and Matt seconded. Minutes were unanimously approved.

## Collection Report

Susan Evans presented the Financial Reports for July 1, 2020 to April 30, 2021. Total assets are $1,517,252. Revenues reported were $362,437. Expenditures reported were $317,955. Occupancy tax collections reported through March 2021 totaled $557,362, a

-18.99% decrease over the same period in 2020 with the TDA’s share of $360.446. Investments total $585,075.

Currently the TDA’s financial institution is PNC Bank. Recently the county was notified of the recent closure of the Graham branch. Typically, the county utilizes a banking institution which has a branch in Graham for transport and security purposes. With the PNC closure, the county would recommend moving the funds. The recommendation to the board would be to close the PNC bank account, leaving only the CD’s at PNC, and transition the remaining funds to Wells Fargo under the separate TDA account. The county currently uses Wells Fargo. The board was in agreeance to move the funds to WF.

### **Visitor Bureau Updates**

Grace announced that the Visitor Services Coordinator position had been filled and LaToya Marsh would begin on June 2, 2021.

Upcoming board positions with terms expiring August 31, 2021 included the following members:

Katie Dukeshire-Geoffrion, Jessalyn Strauss and Matt Patel. Both Katie and Matt are completing second terms and Jessalyn is completing her first term. Each member expressed interest in continuing on the board, with Katie advising Grace of her interest earlier in the week. All will be receiving information on re-applying for commissioner approval.

Updates on promotions and marketing include a featured event with VisitNC to highlight the inaugural season of the Sock Puppets and the first home game, this includes on their site as well as promotion in their newsletter and social platforms. Also sponsored a content story with Our State Magazine highlighting the Town of Elon. Since our last meeting in March, we have also sponsored content on Mebane and Graham. Some of the data from these included over 100K impressions from the Mebane story and 117K impressions from the Graham story, with engagements (clicks/shares) of approximately 3,600 for Mebane and 3,000 for Graham.

Continue our digital promotion with WCHL in Chapel Hill and Our State with paid advertising on their social platforms. Anderson will be doing a live promotion on WCHL on June 1 along with a giveaway to the game on opening night. Also continue radio advertising. Sara Beth Hardy with the Burlington Downtown Cooperation also participated in a live broadcast highlighting the downtown district, new businesses and events. Additional digital in Southern Magazine.

Continue print with Our State and picked up an ad with Relocation Magazine. As part of the Our State five part series on Alamance County, we received an additional full page ad that pointed readers to learn more about our area via the complete online series. We picked up a Summer Travel ad with Gannet Media out of the Asheboro area that highlighted recreation for digital and print in May and June.

Visit NC has created an Outdoor NC Initiate that provides cooperative opportunities and discounts when partnering to promote outdoor activities and recreation. This is also aligned with the Leave No Trace initiative.

We have a native Instagram story coming out highlighting Food and Drink with Visit NC. This exposes our assets to VisitNC’s audience and will include Forgotten Road Ales, Burlington Beer Works, Bright Penny Brewing and Smokehouse at Steve’s.

Beginning July 1st, we will have a billboard at Tanger in Mebane located on the parking lot side of the building.

We have seen an increase of visitor guide requests from leisure travelers and the state welcome centers.

BBT bank building has a lease agreement in place with a potential client. However, due to the PNC Bank closing its’ Graham branch, I have reached out to a local commercial realtor out of Mebane, Ken Walker, to research their plans for the building and he will be back in touch with us.

The mural video created by Motley is now available on our Facebook page. We have a recreation video that is in post-production and should be launched in the next couple of weeks.

SDC updates. Our next SDC meeting is scheduled for July 21st and hosted by the Inn at Elon. We have bids that will be submitted for PDGA and BMX. Also working with Mebane Recreation & Parks to entertain hosting an event in 2022 for the International Slow Pitch Association.

 **Adjourn**

Kavita adjourned the meeting at 10:59 am

Minutes submitted by Grace VandeVisser

Upcoming TDA Dates:

June 23 – TDA Board Meeting, Hosted by Fairfield Inn-Mebane

July 28, 2021

August 25, 2021