



Sanford Tourism Development Authority

May 24, 2018

Public Notice

The public shall take notice that the Sanford Tourism Development Authority moved the date of its May meeting from Tuesday, May 22, 2018 to Tuesday, May 29, 2018, at 5:30 PM, in the West End Conference Room of City Hall, located at 225 East Weatherspoon Street, Sanford, North Carolina, to consider the items listed on the attached agenda.

If you have any questions, please feel free to call me at 919-777-1111.



Bonnie Davis, City Clerk



Sanford Tourism Development Authority
May 29, 2018, at 5:30 PM, West End Conference Room
225 East Weatherspoon Street, Sanford NC 27330

AGENDA

1. **MEETING CALLED TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **CONSENT AGENDA**
Approval of Minutes Dated April 24, 2018– (Pages 2 - 4)
5. **CASES FOR PUBLIC HEARINGS**
6. **REGULAR AGENDA**
 - A. Consider Memorandum of Understanding Between the Sanford Tourism Development Authority and the Trustees of Central Carolina Community College – (Pages 5 – 6)
 - B. Summary of Financial Statement
 - C. Consider Appointment of Budget Director
 - D. Presentation/Discussion on North Carolina Department of Agriculture Asset List Marketing Program
 - E. Discussion with MSA Marketing
 - F. Presentation of Proposed Budget for Fiscal Year 2018-2019
 - G. Discussion of Possible Workshop Dates
7. **ADJOURNMENT**

**MINUTES OF MEETING OF THE
SANFORD TOURISM DEVELOPMENT AUTHORITY
SANFORD, NORTH CAROLINA**

Members of the Sanford Tourism Development Authority (“TDA”) met on Tuesday, April 24, 2018, at 5:30 p.m. in the West End Conference Room at the Sanford Municipal Center, located at 225 E. Weatherspoon Street, Sanford, North Carolina. The following people were present:

Present:

Chairman Steve Brewer	Kevin Brown
David Foster	Steve Malloy
P.J. Patel	Sam Trivedi
Jeff Towson	Management Analyst Holly Marosites
Deputy City Clerk Vicki Cannady	

Absent:

Erica Gunter	City Manager Hal Hegwer
Financial Services Director Beth Kelly	City Clerk Bonnie Davis

CALL TO ORDER

Chairman Steve Brewer called the meeting to order and introduced new board member Sam Trivedi.

PUBLIC COMMENT

No citizens signed up to speak.

APPROVAL OF AGENDA

Kevin Brown made a motion to approve the agenda; seconded by P.J. Patel, the motion was unanimously approved.

CONSENT AGENDA

Approval of Minutes dated April 3, 2018

Kevin Brown made a motion to approve the consent agenda; seconded by David Foster, the motion carried unanimously.

CASES FOR PUBLIC HEARING

There were no cases for public hearing.

REGULAR AGENDA

Consider Update of Discussion between TDA Sub-Committee and CCCC

Chairman Brewer explained that committee members met recently with the Chairman and Vice-Chairman of the CCCC Board of Trustees to discuss how their one-third portion of the tourism tax could be used to help promote the college and market the Civic Center. They agreed to assign their share of the funds to the TDA, for the current fiscal year as well as the upcoming fiscal year (through June 30, 2019), subject to formal approval by the CCCC Board. Once final approval is granted, they will have a Memorandum of Understanding prepared.

Summary of Financial Statement (Exhibit A)

Management Analyst Holly Marosites reviewed the attached financial statement showing first quarter revenue of \$60,258.57 and expenses of \$2,419.40. April revenue was \$17,865.90, expenses were \$315, and the current balance in the account is \$75,390.07.

Discussion with MSA Marketing (Exhibit B)

Jan Johnson, President of MSA Marketing (the firm chosen to handle TDA marketing), reviewed a discussion guide and requested feedback from board members on their goals and objectives. Discussion included:

- Identifying the city's assets and key offerings and considering how similar organizations in Sanford can fit together to foster promotional partnership opportunities;
- Establishing a graphic identify or logo, which does not necessarily need to be done from scratch since the City and DSI already have logos or brand identities;
- Creating a dedicated website as soon as possible to include all information in one central location or at least having a connector or portal. Ms. Johnson noted that TDA websites are often keepers of this information;
- Initiating an e-newsletter for new visitors as well as for locals: Ms. Johnson noted that an overwhelming majority of people coming to this area are here to visit friends and family, so we should make sure locals are well-versed on opportunities;
- Producing a Visitors' Guide;
- Determining what metrics will be used next year to track performance measures (website analytics; overall visitors; lodging counts, meeting/convention bookings, etc.);
- Establishing, with help from MSA, a marketing budget, based on the TDA's priorities so that funds can be allocated appropriately for the best return on investment.

Chairman Steve Brewer commented that the TDA is starting from the bottom and needs someone who can lead the organization and make recommendations. He suggested that Downtown Sanford, Inc. ("DSI") could help identify assets and noted that there are overlaps with other organizations that can be leveraged. Ms. Johnson agreed that DSI is a great source of information but this board should consider how much of an overlap it is willing to accept: does the TDA want to share its website and/or social media? Are TDA members comfortable pivoting off an existing logo or would they rather create something new? MSA can make a recommendation but their staff would need to analyze it more closely: ultimately, they would suggest doing whatever has the most appeal to the consumer. Mr. Brewer stated that there is no reason to have four different websites for Sanford when there could be one web portal with individual identities included within it. The groups should work together to develop a plan that will save money and resources. Ms. Johnson advised board members that they have found that one organization (typically the one with the most funds) will take the lead in identifying each group's "must haves" and "wants", with everyone willing to compromise for solutions. She suggested that it is reasonable for the TDA to take the lead and engage others in the process, perhaps through a group work session to put all ideas on the table and identify what may be deal breakers for various organizations.

Sanford Tourism Development Authority Meeting
April 24, 2018

Short-term goals suggested by Ms. Johnson include social media, a “landing page”, an e-newsletter, and using upcoming events (such as the Arts and Vine Festival) to distribute information. Kevin Brown noted that the focus had been narrowed in prior meetings to taking an asset inventory and including that information in a Visitors’ Guide, specifically for groups meeting at the Civic Center. Mr. Brewer agreed that guides could be placed at the Civic Center, hotels, restaurants and Temple Theatre, suggesting that a print version would appeal to those who don’t use mobile devices. Ms. Johnson agreed that having a communication tool that could be used in various methods would be a wise option.

Mr. Brewer requested that MSA provide a plan or “road map”, including a time frame and budget, for guidance. He added that the TDA doesn’t want to play against DSI’s marketing but would rather present one large picture which also includes the Civic Center. P.J. Patel suggested that representatives from each entity meet to discuss what each entity wants before collectively coming to an agreement, with the TDA presenting its vision and taking a leadership role. Kevin Brown reminded everyone that a great deal of groundwork had been laid through the Visitors’ Service project and Mr. Brewer advised Ms. Johnson that this information, along with data already gathered by the Chamber of Commerce, DSI, and SAGA, will be sent to MSA.

Ms. Johnson noted that the Civic Center will be a separate chapter of the marketing plan. Since meeting planners analyze information differently than visitors, that portion will involve a different process; however, streamlined access will remain the goal for the entire project.

Other Business

Management Analyst Holly Marosites informed board members that Financial Services Director Beth Kelly will formally approve Chairman Steve Brewer as the TDA Budget Officer at the next meeting. She also advised them that the first director of the Dunn Area Tourism Development Authority, Dana Cochrane, has offered to share her experience with the board. Several members expressed interest, including David Foster, who has seen their Visitors, Travel and Restaurant guides and thought it would be very helpful to hear how they were produced.

ADJOURNMENT

David Foster made the motion to adjourn the meeting; seconded by P.J. Patel, the motion carried unanimously.

ALL EXHIBITS CONTAINED HEREIN ARE HEREBY INCORPORATED BY REFERENCE AND MADE A PART OF THESE MINUTES.

Steve Brewer, Chairman

Attest:

Bonnie Davis, City Clerk

**STATE OF NORTH CAROLINA
COUNTY OF LEE**

MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING, made and entered into by and between The Sanford Tourism Development Authority, (hereinafter "Authority") and the Trustees of Central Carolina Community College, (hereinafter "College").

WITNESSETH:

WHEREAS, Session Law 2017-202 ratified by the North Carolina General Assembly on August 3, 2017, authorized the Sanford City Council to levy a three percent (3%) room occupancy tax and to create the Sanford Tourism Development Authority, a copy of which is attached and incorporated by reference; and

WHEREAS, on September 5, 2017, the City adopted a resolution levying a three percent (3%) room occupancy tax and creating the Sanford Tourism Development Authority, a copy of which is attached and incorporated by reference; and

WHEREAS, said Session Law 2017-202 and the City resolution provide that the net proceeds of the occupancy tax shall be remitted to the Authority for the following purposes: two-thirds (2/3) of the net occupancy tax shall be used by the Authority to promote travel and tourism in the City of Sanford, and the remaining one-third (1/3) of the net occupancy tax funds shall be appropriated to the College for the operation, maintenance, promotion, and renovation of the Dennis A. Wicker Civic Center (hereinafter "Civic Center"), a constituent part of the College; and

WHEREAS, the fiscal year for both the Authority and the College begins July 1 of each calendar year and ends June 30 of the next following calendar year; and

WHEREAS, the first occupancy tax collection month was December 2017, based on November 2017 receipts and the occupancy tax is currently being collected; and

WHEREAS, both the Authority and the College desire to promote the expanded use of the Civic Center by organizations and groups to increase the revenue from the Civic Center and increase the public's awareness of convention and tourism opportunities available at the Civic Center and the City of Sanford.

NOW THEREFORE, in consideration of these premises, the Authority and College agree as follows:

1. Use of the College's one-third (1/3) portion of the occupancy tax for the fiscal year 2017-2018 and for the 2018-2019 fiscal year shall be allocated to the Authority by the College.
2. The College's (1/3) share of the occupancy tax for the 2017-2018 and 2018-2019 fiscal years described in item 1 above shall be used and expended by the Authority expressly for the promotion of the Civic Center. This promotion shall be coordinated with the Director of the Civic Center and the Associate Vice President of Marketing and External Affairs for the College.

- 3. The scheduling of events for the Civic Center shall be controlled by the College with the College having scheduling priority for Central Carolina Community College events. The Authority shall coordinate with the Director of the Civic Center for events the Authority would like to schedule.
- 4. This Memorandum of Understanding shall begin upon execution by both parties and will expire on June 30, 2019 unless the Sanford City Council or the North Carolina General Assembly by resolution or legislation earlier eliminates the authorization for the collection of the occupancy tax. If one of those events occurs earlier, the expiration date shall be the effective date of the elimination of the authorization for the collection of the occupancy tax.
- 5. In the event the occupancy tax authorization is still in effect on June 30, 2019, the Authority and the College can renegotiate the terms of this Memorandum of Understanding.

Any notice required under this Agreement, unless otherwise indicated shall be sent by United States Mail or by facsimile addressed to the parties below.

Chairman
 Sanford Tourism Development Authority
 225 E. Weatherspoon St.
 Sanford, NC 27330

Dr. Phillip Price
 Central Carolina Community College
 1105 Kelly Drive
 Sanford, NC 27330

IN WITNESS WHEREOF, the parties have caused the Memorandum of Understanding to be duly executed.

Sanford Tourism Authority

By _____ **Date:** _____
 Chairman

Attest:

 Secretary

**Central Carolina Community College
 Board of Trustees**

By H. Julian Pilgoff **Date:** 4-26-18
 Chairman

Attest:

 Secretary