

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

Members of the Sanford Tourism Development Authority met on Tuesday, January 22, 2019 at 10 A.M., in the West End Conference Room, at the Sanford Municipal Center, located at 225 East Weatherspoon Street, Sanford, North Carolina. The following people were present:

Present:

Chairman Steve Brewer
Janet Harrington
Jeff Towson
PJ Patel

David Foster
Kevin Brown
Financial Services Director Beth Kelly

DSI Executive Director Jennifer St. Clair
Promotions Coordinator Kelli Laudate

Absent:

Sam Trivedi
Steve Malloy
City Manager Hal Hegwer

Chairman Steve Brewer called the meeting to order.

PUBLIC COMMENT

No citizen signed up to speak.

APPROVAL OF AGENDA

Kevin Brown made the motion to approve the agenda. Seconded by Jeff Towson, the motion carried unanimously.

REGULAR AGENDA

Presentation of Audited Financial Statements

Financial Services Director Beth Kelly took the board through the required audit that was completed by the Local Government Commission hitting the highlights of the audit.

Summary of Financial Statement (Exhibit)

Financial Services Director Beth Kelly explained the financial report as of March 31, 2019. We received 23,217.63 in January; expenditures to date is \$30,460.77, which leaves a balance of \$246,465.63. Beth reported that MSA was the large pay out in March. She also reported that hotel rooms have been reserved for Sunday, March 31, 2019 for the TDA conference in Wilmington.

Mr. Brewer commented that a budget workshop will take place on February 7, 2019 at 9:30am in the conference room of the second floor of the Buggy Building. He encouraged that it is time to make financial decisions for the TDA and that the meeting should be advertised to the public.

MSA Update and Discussion (Exhibit)

DSI Executive Director Jennifer St. Clair stated that the TDA had voted on its logo of the Yellow Brick Road and that the MSA had made its final tweaks. She reviewed that discussion of the logo had taken place via an email exchange among the board members. A motion was made by Mr. Foster to finalize the decision of the logo. The motion was seconded by Mr. Towson and all were in favor of the lowercase letters of the Yellow Brick Road logo for the TDA.

Jan Johnson and Hannah Jessen from MSA presented an update on the TDA marketing and branding project. A power point slide was used to discuss their findings thus far in the project. Ms. Johnson explained that in their research that on average there are three social media posts made a week and that they are in the process of a gap analysis that is ongoing that will help with determining our brand assets. Since the logo has been chosen, the landing page that the MSA has developed will need approval at our TDA meeting on February 26, 2019. Ms. Johnson shared that the quarterly newsletter will be rollout in the spring pending approval at the February board meeting. The MSA is in progress of data capture and the final edits of the visitors brochure and map which will need board approval at the February board meeting. Ms. St. Clair will have a sample of the newsletter to send out before the next meeting. Mr. Brown requested to see all samples at the Budget Workshop on February 7, 2019.

Hannah Jessen presented the recommended Planning Approach for the FY20 in accordance with the budgeted \$150,000 for the MSA to market and brand the Sanford TDA. The purpose is to begin strategic marketing planning conversations for FY20 for the Sanford TDA. The objectives are to communicate brand story and the brand promise through the marketing campaign. The MSA will develop a multi-faceted marketing program focused on creating Sanford as a destination. The proposed approach will include paid media outlets, social content marketing, direct marketing, and strategic partnerships. The focus for paid media efforts will be on peak travel periods and other key initiatives and local events.

Mr. Foster questioned if we have a hard copy of the brochure/map to review? Ms. St. Clair responded that the brochure/map is almost complete and now that logo choice has been made it is a matter of adding the logo and tweaking. There also needs to be a decision on advertisers in the brochure.

Mr. Brown is concerned that SAGA advertisers will compete with our brochure. Mr. Brewer responded with the need to sell advertising spots for the brochure. The goal for the brochure will be to roll it out in March.

Discussion occurred that we need a metrics in place to monitor our visitors in town and during our events. Who is staying at our hotels and eating at our restaurants? Ms. St. Clair

responded that she had just made contact with The Star Report. It is a monthly trend report and the cost is \$2,200 annually and that six out of ten of our properties provide their information to the report. Mr. Brewer asked for a motion for a portion of our budget to go to getting this monthly report. Mr. Patel made the motion and Mr. Brown seconded. The vote was unanimous in favor of spending the money for the monthly Star report.

Ms. Jessen presented about Visit Sanford's Social Media in 2018. A recap of the goals is to generate brand awareness, build community, foster engagement, and provide timely information. The Facebook following grew from 352 to 478 followers on Visit Sanford, which is a 35.8% growth in six months. The good news is the 81.5% of the reach were non-fans (people who haven't liked the Visit Sanford Facebook page). This means we are extending our reach far beyond the 478 people who have liked the page. The MSA have been able to optimize posting times based off of research of when viewers are logging onto Facebook. The goal now is to focus on events and activities by developing a social calendar for 2019 so the posts can be strategic to drive tourism and support the local economy. By more actively using tools such as Hootsuite and Facebook Insights, the MSA will be able to measure the target audience engagement and continue to improve processes and refine the goals.

Mr. Brown made a comment on the cover photo being of Tobacco Road Golf Course and a discussion came to change and update the picture per the season or local events. The report from MSA will also be looked at during the Budget Workshop the 7th of February.

Funding Request -Applications/Procedures

Mr. Brewer received a funding request from DSI to help support the Sanford Streetfest and Fireworks Festival on April 13, 2019 and read the application to the board. Mr. Brewer then asked if anyone would like a copy of the application to review. Mr. Brewer explained that the reading of the application was because of time constraints with the festival approaching quickly and a vote was needed at this board meeting. Mr. Brown requested that an application be completed as to adhere with guidelines and follow the proper channels. Mr. Brewer shared with the board that the proper application had been submitted and that as a board, he believes the TDA needs to pick four events to support financially each year. Mr. Brewer asked for a motion for the \$10,000 to support The Sanford Streetfest and Fireworks Festival. Motion was made by Mr. Brown and Mr. Towson seconded, the motion carried unanimously.

Discussion Regarding TDA Administrative Duties/Compensation

This item on the agenda was tabled until the February 26, 2019 meeting because of time constraints.

Discussion Regarding San Lee Park

John Payne presented San Lee Park as an asset to Sanford and a hidden jewel. There are mountain bike races, running races, a newly built Nature Center which hosts meetings, outdoor

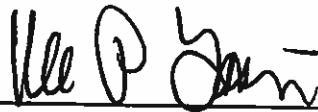
education, children's camps. Mr. Payne also discussed the many baseball tournaments that are hosted at the Tramway Road Park. Ms. St. Clair asked Mr. Payne if it would be okay to have CCCC work in partnership to get video footage of these events to use for our advertising. Mr. Brewer asked Mr. Payne if we could get information about the events that Parks and Rec host and San Lee Park host. Mr. Payne replied that it should not be a problem to get information about our visitors to these events.

Other Business

Ms. Kelly passed out the Popular Annual Financial Report from the City of Sanford.

ADJOURNMENT

Kevin Brown made the motion to adjourn the meeting. Seconded by Janet Harrington, the motion carried unanimously.



Kelli Laudate, Promotions Coordinator



Kevin Brown, Chairman

