

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

Members of the Sanford Tourism Development Authority (TDA) met on Tuesday, April 16, 2019, at 9:00am in the West End Conference Room, at the Sanford Municipal Center, located at 225 East Weatherspoon, Sanford, North Carolina. The following were present:

**Present:**

Chairman, Kevin Brown  
Janet Harrington  
David Foster  
Emmalee McCracken  
Tim Emmert

DSI Executive Director, Kelli Laudate  
Chamber of Commerce Executive Director, Meg Moss  
SAGA Marketing Director, Austin Thomas  
Cashion Fishing Rods, Matthew Cashion

**Guests:**

Bob Bedi

**Absent:**

Sam Trivedi  
Jeff Towson  
PJ Patel  
Hal Hewer, City Manager  
Finance Director, Beth Kelly

Chairman, Kevin Brown called the meeting to order. He introduced Meg Moss from SAGA and turned the floor to her for a time-sensitive presentation.

**Fishing University Marketing Opportunity**

Ms. Moss, along with Matthew Cashion, gave the board a presentation on an opportunity to advertise Sanford nationally on the Outdoor Channel, Sportsman Channel, and World Fishing Network.

Videographers would be in NC May 10, 2019 to film Warriors on the Water at Jordan Lake. They would then return to Sanford between June 15 and December 15, 2019 to film four locations to be used in a promotional video in 2020.

The estimated cost for this would be \$10,000 (\$7500 to sponsor plus the cost of 21 hotel nights). May 5, 2019 is the deadline to commit.

Chairman Brown asked if SAGA would be able and willing to partner in expenses. Ms. Moss said they would love to partner, but will not provide any funding.

Ms. Harrington noted that Broadway was not shown on the map on one of the slide presentations and that she would love to have the NC Veterans Memorial included.

Mr. Emmert asked how other communities have capitalized on this effort and what locations they have featured.

Ms. St. Clair requested a list of other communities who have participated so that references could be obtained.

From the guests in attendance, Mr. Bedi suggested the board push to get the raw footage from the filming.

Mr. Brown was glad to have heard the presentation and asked to hold off voting until the regular scheduled board meeting on May 23, 2019.

**Adjournment:**

Mr. Foster made a motion to adjourn, seconded by Ms. Harrington. The meeting was adjourned at 9:50 am.

