

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

Members of the Sanford Tourism Development Authority met on Tuesday, June 26, 2018, at 5:30 PM, 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  
Sam Trivedi  
Kevin Brown  
Jeff Towson  
Steve Malloy  
City Manager Hal Hegwer

David Foster  
Janet Harrington  
City Clerk Bonnie Davis  
Financial Services Director Beth Kelly  
Management Analyst Holly Marosites

Absent:

P. J. Patel  
Erica Gunter

Chairman Steve Brewer called the meeting to order.

**PUBLIC COMMENT**

No citizen signed up to speak.

**APPROVAL OF AGENDA**

Chairman Brewer stated that Dana Cochran will be late so her presentation will be moved after the financial report and he also requested to add to the Regular Agenda as Item D – Tourism Resource Assistance Center (TRAC). Kevin Brown made a motion to approve the amended agenda. Seconded by David Foster, the motion carried unanimously.

**CONSENT AGENDA**

Approval of Minutes Dated May 29, 2018– (Filed in Minute Book #1)

Steve Malloy made the motion to approve the consent agenda. Kevin Brown seconded the motion and it carried unanimously.

**CASES FOR PUBLIC HEARINGS**

Public Hearing on Proposed Annual Operating Budget for Fiscal Year 2018 – 2019 – (Exhibit A)

Financial Services Director Beth Kelly advised that an ad was placed in the *Sanford Herald* advertising the public hearing on June 12, 2018 for the proposed budget. Chairman Brewer opened the public hearing. No one spoke in favor or in opposition. The public hearing was closed.

- Consider Adoption of Annual Budget Ordinance for Fiscal Year 2018-2019 – (Exhibit B)  
Financial Services Director Beth Kelly advised she estimates \$200,000 in revenues and appropriations. Kevin Brown made a motion to approve the adoption of the annual budget ordinance. Seconded by Jeff Towson the motion carried unanimously.

## REGULAR AGENDA

### Summary of Financial Statement – (Exhibit C)

Financial Services Director Beth Kelly explained the financial report as of June 30, 2018. Collections to date are \$125,896.64, which includes \$433.87 in penalties; expenditures to date are \$2,874.40. The Quick Books software and audit fees of \$4,000 will come out of next month's revenues.

Mr. Brewer stated that we need to acquire VisitSanfordNC.com; it will cost \$1,200. Mr. Foster stated that all TDAs are using this across the state. Kevin Brown made the motion to purchase the rights to VisitSanfordNC.com. Seconded by David Foster, the motion carried unanimously.

### NC Tourism Resource Assistance Center (TRAC) – (Exhibit D)

David Foster explained that TRAC was developed by the North Carolina Department of Commerce; it is a free service. He reached out to TRAC and a date of Thursday, October 11, 2018, from 10 AM – 2 P.M., at the Dennis A. Wicker Civic Center, was set. If he could not take this date, it would be the year of 2021 before he could get on the calendar. They only hold this event four times per year. TRAC brings down individuals or points-of-contact who will talk about tourism, hoteliers, restaurants, sports programs and will bring in the vendor booths. Kevin Brown, Steve Malloy and David Foster met with Andre Nabors, who is the Manager, Partner Relations with NC TRAC. A coffee break sponsor will be needed to furnish coffee and donuts, possibly from a local vendor such as Sandra's Bakery and they are looking for boxed lunches for vendors only (about 18 – 20 vendors). These are the two big issues where funding would be needed. Mr. Foster will have R.V. Hight to issue a press release for local media; Kevin Brown can contact the people in the arts community; and Mr. Malloy will make contact with the realtors. Each TDA member can take a segment with the hoteliers and invite the people with the Endor paddle and golf community. It is all about networking and bringing tourism to the area. Mr. Malloy noted that the vendors that participate are selling their services to the public at the same time but the state reps give free advice to the businesses.

Mr. Brown added that Mr. Nabors commented that they would like to keep one point-of-contact to VisitNC per county. Mr. Brewer asked if there is a budget for this event or do we need to find out what it will cost to advertise and feed the vendors at the next meeting. Mr. Foster replied we need to find out what the cost will be for the food and advertising; he felt the numbers would be minimal. Mr. Malloy added that if there is a cost for postcards or handouts, Adcock and Associates would be glad to participate as a sponsor.

It was the consensus of the members to hold the event and discuss the budget/logistics for the event at the next meeting.

### Presentation by Dana Cochran, Previous Marketing Director of the Dunn Area Tourism Development Authority (TDA)

Dana Cochran informed the committee of how Dunn started its tourism authority and spoke of where it stands today. She was the first marketing director for the Dunn TDA in 1989. The occupancy tax started at 3 percent and when she left, it was up to \$250,000 a year in hotel occupancy tax and today, over \$800,000 is collected. As marketing director, she would hear - no

one is coming to Dunn to go on vacation. Much like Sanford, it may never be an end destination but you can be a stop-over and you can do a good job of packaging what Sanford has to offer. To begin with, you need to inventory your assets. The Dennis A. Wicker Civic Center is a jewel.

Ms. Cochran stated that in 2000, people were just beginning to use the internet and now it is YELP. Your reviews are extremely important. She googled Sanford today and Jeff Towson's website came up. She suggested that the first thing you need to do is to google yourself; look on YELP, Trip Advisor and make sure every single place you are listed is in a positive light. Ms. Cochran added to get your friends and family members to give reviews because that is what today's consumers look at. People are not going to the Chamber of Commerce. To sell a home, they are asking what is your school district like; individuals will not go to the school district for that information. They are going to TripleASchools.com, a website created by someone who went out and claimed that URL and wrote what they wanted to write about the school systems. She reiterated to start with your assets and then network. Ms. Cochran suggested going to all the conferences you can; 365 is a conference (when she attended it was VisitNC) and she advised that more employees go and talk with people on what has worked. She has found a cash cow is sports. If you have quality ball parks with concession stands and operating bathrooms, you are in the tourism industry. There are two websites: North Carolina Amateur Sports and the North Carolina Sports Association and in addition to that is Triple A Ball – these are the events they will book and stay here with a three-night minimum. They will book an entire hotel and three rooms per family. They will eat their meals in the local restaurants and they need very little to be happy. When she was the marketing director, they would collect goody bags and drop them off at the hotel. You cannot have too good a relationship with your hotelier because they are your front line. They know who is spending the night. She said to have the people staying to fill out a survey for a chance to win something to tell you what brought them to Sanford.

Ms. Cochran noted that the Veterans Administration is coming to Dunn for three days and they have booked over 100 rooms. People will be coming from all across the United States and all they did was book the community building and veterans will be paid on site. They will be processing veteran claims and pay them on site. The mayor received a letter (thinking it was a fluke); however, he turned it over to the TDA to see if they wanted to investigate and see if it was legitimate and it was. She was the first employee of the TDA for eight years and she is now the President of Dunn's Chamber of Commerce and by being President, she serves on the Tourism Board.

She praised the WelcometoSanford.com website. She said this is good but to the consumer who is googling Sanford that is what they are going to find. The first thing members need to do is to google yourself; look on YELP and Trip Advisor and make sure every single place you are listed is listed in a positive light. She encouraged everyone to get family members to give reviews because that is what today's consumers are looking at. Consumers are looking at social media.

Ms. Cochran stated that VisitNC offers everything in packaging. Think of three things that are not necessarily tied together that you could put together. She gave an example of a brewery, with a farm tour and a ceramic shop that could be done over a two-day period.

She spoke on a marketing plan and noted that there are templates for such and answered questions posed by the TDA members. Ms. Cochran talked about several events held in Dunn such as the Gray Ways Golfers, Motorcoach USA, Sudan and Cycle North Carolina.

Discussion Regarding Point-of-Contact for TDA – (Exhibit E)

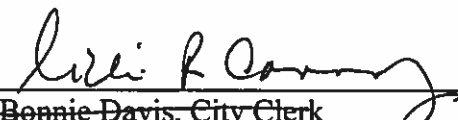
Mr. Brewer spoke to Jan Johnson with MSA Marketing about what the TDA would need in the next few months as far as a point-of-contact and the next steps to be taken. He said Downtown Sanford Inc. (DSI) is gathering information, filming videos for the website, and putting together a list of assets, which is what the TDA is getting ready to do. You cannot have a Downtown without selling everybody as a whole. DSI Director Jennifer St. Clair is answering a lot of questions from MSA Marketing that the TDA will also have to answer. In looking for a contact for answering questions from MSA, Mr. Brewer had Ms. St. Clair to contact Jan Johnson to see what would be required for a point-of-contact at this time. He referenced Exhibit E with the response that Ms. Johnson sent to Jennifer St. Clair. A committee meeting was held between David Foster, Kevin Brown, Steve Malloy and himself to discuss this matter and thought it would be good to hire DSI as the temporary point-of-contact for the inventory process. Mr. Brewer informed the committee that the four members discussed a six-month contract with a 30-day opt out at anytime for the temporary position; the position would provide MSA Marketing with the required information. The dollar amount discussed was \$1,000 per month.

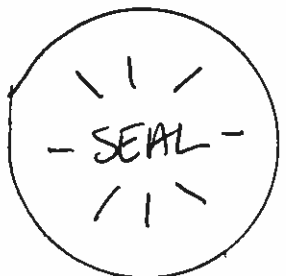
After discussing this issue, Kevin Brown made the motion to hire DSI as the temporary point-of-contact to perform the work as described in the email (Exhibit E) and move forward with the \$1,000 per month program. Seconded by David Foster, the motion carried unanimously.

ADJOURNMENT

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

  
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Steve Brewer, Chairman

  
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Bonnie Davis, City Clerk  
Vicki R. Cannady,  
Deputy City Clerk



## **Public Notice Sanford Tourism Development Authority (TDA) Budget Hearing**

The public will take notice that the TDA proposed budget for the fiscal year 2018-2019 has been filed with the City Manager and is available for public inspection in the office of the City of Sanford Clerk.

A public hearing on the proposed budget for the TDA will be held at 5:30 PM on the 26th day of June, 2018 in the West End Conference room of the Sanford Municipal Center, 225 E. Weatherspoon Street, Sanford, NC.

Any citizen having questions or comments regarding the above referenced items may contact Bonnie Davis, Sanford City Clerk, at (919)777-1111.

All interested parties are invited to attend this meeting.

Phillip Hal Hegwer  
City Manager

**Please publish in the Sanford Herald on Tuesday, June 12<sup>th</sup> 2018. Please provide a publisher's affidavit and mail to City of Sanford, attn: Megan Walters PO Box 3729, Sanford, NC 27331-3729. Charge to City of Sanford account number 10014410 65700. If you have any questions, please call Megan Walters at (919)777-1136. Thanks for your help!**

**ANNUAL BUDGET ORDINANCE  
FOR FISCAL YEAR 2018-2019**

**BE IT ORDAINED** by the Sanford Tourism And Development Authority of Sanford, North Carolina in regular session assembled:

Section 1: The following amounts are hereby appropriated for the operation of the Tourism Development Authority and its activities for the fiscal year beginning July 1, 2018 and ending June 30, 2019 according to the following summary.

<u>SUMMARY</u>	<u>REVENUES</u>	<u>APPROPRIATIONS</u>
Tourism Promotion and Development	<u>200,000</u>	<u>200,000</u>
<b>TOTAL BUDGET</b>	<b><u>\$200,000</u></b>	<b><u>\$ 200,000</u></b>

Section 2: The Finance Officer is authorized to transfer budgeted amounts within the department but any revisions that alter total expenditures must be approved by the Sanford Tourism & Development Authority through legislative action. All budget amendments must be reported in a public meeting of the Sanford Tourism & Development Authority and made a matter of record in the minutes.

Section 3: Copies of the Budget Ordinance shall be furnished to the Finance Officer of the City of Sanford to be kept on file by them for their direction in the collection of revenue and expenditure of amounts appropriated.

Adopted this the 26th day of June, 2018.

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Stephen M. Brewer, Chair

ATTEST:

\_\_\_\_\_  
Bonnie Davis, City Clerk

SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF REVENUES									
6/30/2018									
REVENUE SOURCE	RECEIVED JAN.	RECEIVED FEB.	RECEIVED MARCH	RECEIVED THIRD QTR.	RECEIVED APRIL	RECEIVED MAY	RECEIVED JUNE	RECEIVED FOURTH QTR.	RECEIVED TO DATE 6/30/2018
Room Occupancy Tax	22,512.26	18,812.06	18,507.06	59,831.38	17,859.22	22,478.76	25,293.41	65,631.39	125,462.77
Room Occupancy Tax Penalties	309.04	118.15		427.19	6.68			6.68	433.87
				0.00					0.00
<b>TOTAL TDA REVENUE</b>	<b>22,821.30</b>	<b>18,930.21</b>	<b>18,507.06</b>	<b>60,258.57</b>	<b>17,865.90</b>	<b>22,478.76</b>	<b>25,293.41</b>	<b>65,638.07</b>	<b>125,896.64</b>

SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF EXPENDITURES									
6/30/2018									
OBJECT OF EXPENDITURE	EXPENDED JAN.	EXPENDED FEB.	EXPENDED MARCH	EXPENDED THIRD QTR.	EXPENDED APRIL	EXPENDED MAY	EXPENDED JUNE	EXPENDED FOURTH QTR.	EXPENDED TO DATE 6/30/2018
Insurance	745.89			745.89				0.00	745.89
Legal Services (Neil Yarborough)			1,673.51	1,673.51	315.00		140.00	455.00	2,128.51
				0.00					0.00
<b>TOTAL TDA EXPENDITURES</b>	<b>745.89</b>	<b>0.00</b>	<b>1,673.51</b>	<b>2,419.40</b>	<b>315.00</b>	<b>0.00</b>	<b>140.00</b>	<b>455.00</b>	<b>2,874.40</b>

<b>REVENUES LESS EXPENDITURES</b>	<b>57,839.17</b>	<b>65,183.07</b>	<b>123,022.24</b>
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## Tourism Resource Assistance Center



**Save the Date...**

**Dennis A. Wicker Civic Center**

**Sanford, NC**

**Thursday Oct 11<sup>th</sup> 10:00AM-2:00PM**

The TRAC program is designed to help tourism-related businesses engage more fully with programs offered by Visit North Carolina and its partners. Whether yours is a large attraction, medium-sized company or small, privately-owned business, the Division of Tourism and the North Carolina Department of Commerce want to be your business development and marketing partners.

At each TRAC session, Representatives from the Division will also be on hand to discuss services they can provide businesses including strategic planning, assistance with identifying funding sources, and as liaisons with other local, state, and federal agencies. There is no charge to attend, and no reservation is required.

For additional information on this session, to schedule a specific appointment time or to learn more about scheduling a TRAC visit to your community, contact:

Andre Nabors  
Manager, Partner Relations  
Economic Development Partnership of North Carolina | Visit North Carolina  
(919) 447-7771  
[andre.nabors@visitnc.com](mailto:andre.nabors@visitnc.com)

### Previous TRAC sessions:

Lexington  
New Bern  
Bryson City  
Morganton  
Jacksonville  
Smithfield  
Edenton  
Greensboro  
Avon  
Fayetteville  
Pinehurst



## Lexington TRAC

North Carolina Division of Tourism, Film & Sports Development and the Lexington Tourism Authority ([www.visitlexingtonnc.com](http://www.visitlexingtonnc.com)) hosted a Tourism Resource Assistance Center at the Davidson County Community College on June 9, 2011.

Department of Commerce and Tourism Division staff met one-on-one with over 30 local and regional tourism businesses to help tourism-related businesses engage more fully with programs offered by the North Carolina Department of Commerce and its partners. These businesses included independent artisans, dining, lodging, retail entrepreneurs, and outdoor, event and attractions owners and managers. Businesses took advantage of the Division's research, development and marketing services and discussed best practices in reaching travelers, the media and increasing tourism visitation and spending.

Special thanks to the Lexington Tourism Authority, Davidson County Community College and the Thomasville Tourism Commission for their partnership in making this new initiative successful.

## Fayetteville TRAC

The Division brought its Tourism Resource Assistance Center program to Fayetteville at the Cumberland County Public Library on May 16 from 2:00pm to 4:30pm. Independent artisans, dining, lodging, retail entrepreneurs, and outdoor, event and attractions owners and managers from the Sandhills area were encouraged to drop by.

The Fayetteville TRAC session had staff from the Department of Commerce and the Division of Tourism available to meet one-on-one with local and regional tourism businesses to help tourism-related businesses engage more fully with programs offered by the North Carolina Department of Commerce and its partners. These businesses included independent dining, lodging, retail entrepreneurs, and outdoor, event and attractions owners and managers. Businesses took advantage of the Division's research, development and marketing services and discussed best practices in reaching travelers, the media and increasing tourism visitation and spending.

We would like to give a very special thanks to our partners in hosting TRAC in Fayetteville: The Fayetteville Area CVB and Scrub Oaks Restaurant.

## Morganton TRAC

North Carolina Division of Tourism, Film & Sports Development, the Blue Ridge National Heritage Area (<http://www.blueridgeheritage.com/>), NC High Country Host (<http://www.highcountryhost.com/>), and Burke County TDA (<http://www.discoverburkecounty.com/>), hosted the Tourism Resource Assistance Center at the Morganton Community House in Downtown Morganton. The Dept. of Commerce and Tourism Division staff met one-on-one with local and regional tourism businesses to help tourism-related businesses engage more fully with programs offered by the North Carolina Department of Commerce and its partners. These businesses included independent dining, lodging, retail entrepreneurs, and outdoor, event and attractions owners and managers. Businesses took advantage of the Division's research, development and marketing services and discussed best practices in reaching travelers, the media and increasing tourism visitation and spending.

Special thanks to the Blue Ridge National Heritage Area, NC High Country Host, Burke County TDA, Downtown Morganton and the Morganton Community House for their partnership in making this new initiative successful.



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## FW: TDA Marketing Contact - Scope of Work

5 messages

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jennstclair@downtownsanford.com <jennstclair@downtownsanford.com>  
To: Steve Brewer <steve@theflamesteakhouse.com>

Mon, Jun 25, 2018 at 9:42 AM

Here is Jan's take on the TDA point of contact.

-----Original Message-----

From: "Jan Johnson" <jan.johnson@thinkmsa.com>  
Sent: Thursday, June 21, 2018 12:41pm  
To: "jennstclair@downtownsanford.com" <jennstclair@downtownsanford.com>  
Subject: TDA Marketing Contact - Scope of Work

Hi, Jenn.

I've looked at this a lot of different ways (while trying to keep it high level) and I keep coming back to the following.

Overall, I think you are looking at a minimum of 50% of a full-time employee's time (i.e., 20 hours per week), particularly as the organization ramps up. Some of this can be absorbed by the agency as we've mentioned to the board; however, there are fees associated with that as well. This loosely breaks out as follows:

- **Weekly Agency Status Meeting/Call** – We do this with most clients. A weekly touch-base to review all work in progress, ask questions, discuss issues. We try to do a WebEx most of the time, with at least one face-to-face per month – 1.5-2.5 hours/week -- including meeting prep and meeting
- **General Agency Communications** – In between meetings, we do a fair amount of email/phone communication to keep projects moving, secure approvals, etc. This will take about 2 hours per week cumulatively.
- **Ongoing Marketing Activities** – This includes work specific to major projects such as website, brand campaign, marketing planning. This can range between 8-20 hours per week, depending on current projects. This will not all be direct work with MSA as there is a good amount of organization and information gathering from the board/other resources that our contact would do to facilitate the marketing deliverables/activities.

This will likely be front-loaded with the higher ranges of hours being the norm in the initial phases of development as we tackle big projects such as strategic marketing planning and the website. It will level off a bit over time. However, with the growth and success of the organization, the needs and workload will organically increase.

I hope this is helpful. I'm happy to discuss further as needed.

Thanks.

Jan

Jan Johnson | President

MSA Marketing  
612 Wade Avenue, Suite 101  
Raleigh, NC 27605

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919.463.9680, x101  
www.thinkmsa.com

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