

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

Members of the Sanford Tourism Development Authority (“TDA”) met on Tuesday, September 25, 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:

Chairman Steve Brewer
David Foster
Jeff Towson
Financial Services Director Beth Kelly

Kevin Brown
Sam Trivedi
DSI Executive Director Jenn St. Clair
Deputy City Clerk Vicki Cannady

Absent:

Janet Harrington
Steve Malloy
P.J. Patel
City Manager Hal Hegwer
City Clerk Bonnie Davis

CALL TO ORDER

Chairman Steve Brewer called the meeting to order.

PUBLIC COMMENT

No citizens signed up to speak.

APPROVAL OF AGENDA

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

CONSENT AGENDA

Approval of Meeting Minutes dated July 31, 2018

Approval of Meeting Minutes dated August 28, 2018

Kevin Brown made a motion to approve the agenda; seconded by Jeff Towson, the motion carried unanimously.

CASES FOR PUBLIC HEARING

There were no cases for public hearing.

REGULAR AGENDA

Summary of Financial Statement (Exhibit A)

Financial Services Director Beth Kelly reviewed the attached financial statement showing September’s revenue of \$22,922.50 and expenditures of \$6,407, with a current balance of \$188,247.71.

MSA Update and Discussion (Exhibits B and C)

David Watts and Chris Nelson with MSA explained how they developed the six logo concepts as shown on Exhibit B. He noted that “Sanford” (which actually is inclusive of all of Lee County) was used because it is the best-known location within Lee County. This branding concept is an industry standard similar to the “Visit Raleigh” brand as used by the Wake County TDA. One of the few exceptions to this concept is seen in the western portion of the state (such as in Jackson County or Transylvania County) where there are many natural attractions that are not centered around any municipality. Mr. Watts encouraged everyone not to over-analyze or “Frankenstein” the logos but to trust their initial reactions. He reviewed each of the six logos which were critiqued by those present with pros and cons of each. Some of the comments included the following:

- Number Two: interesting but other areas may be using something similar (with a heart); appropriate because we are near the geographic center of the state; “looks like a real tourism logo that would be seen in a magazine”; can be used without any additional symbol to go along with it; looks dated (“from the 80s”);
- Number Three: graphics could represent a river, road, greenway or bike trail; the “S” shape could be more pronounced and used alone; the graphic is good but the word should be softened and warmed; could be “sold” better than others; gives a nod to the agrarian and brick heritage of Lee County;
- Number Four: fun, bright, simple, colorful “but not very impressive”;
- Number Five: we should move away from the historical Depot symbol for something broader; relates more to downtown than Sanford as a whole;
- Number Six: is similar to Asheville’s but still draws attention; feels more like a visitor logo and less like a municipality; “too busy, too many colors”.

Mr. Watts stressed that all of these can still be refined. When a final choice is made, the font and colors will be fine-tuned. A tagline will be also be developed in the next phase, along with a scripted video. Ms. St. Clair mentioned that Numbers 2 and 6 (which have only the word) are easier to design around than those with both a word and a graphic. Since the city’s current “Well Centered” logo is geography-based, she suggested we avoid anything related to geography. She also recommended we view the logo as where we want to be rather than where we are currently and encouraged everyone to research other logos online. Mr. Brown suggested we develop a cohesive strategy such as UNC’s use of similar features for both the school and hospital. Mr. Foster noted that CCCC has a multi-colored logo and we could use colors to represent brick and the arts (red), agriculture (green), rivers and nature (blue), and pull them together. Mr. Watts noted that the last page of the document illustrates how a logo could be used for both the TDA (“Visit Sanford”) and DSI (“Downtown Sanford”).

Consensus was reached to narrow the options to Numbers 2, 3 and 6. Mr. Brewer asked Mr. Watts to use them in various applications before a final decision is made.

Jennifer St. Clair, DSI Executive Director, displayed a sample “google doc” (attached as Exhibit C) that was organized by the MSA team. The link to this sharable document will be forwarded to board members so that they can enter and share event information that can be broadcast through the “Visit Sanford” website and social media sites.

TRAC Update and Discussion

David Foster reminded everyone of the October 11 event in the new conference center wing of the Civic Center. This event, designed to promote marketing, is sponsored by "Visit NC" and geared to those in the hospitality industry. Mr. Foster confirmed that breakfast pastries and boxed lunches would be provided for staff members and encouraged everyone to attend.

Funding Requests – Applications/Procedures (Exhibit D)

Chairman Brewer stated that the board's first funding request had been received from Maurice Lampley for an upcoming lacrosse tournament. A decision on this request will be made after the board establishes funding policy parameters. He noted that DSI does "in-kind" contributions and does not fund events. Mr. Brown suggested that attendance and location should be considered, along with some type of "match" requirement to ensure that event organizers are financially vested. Mr. Brewer encouraged everyone to research options for consideration.

Discussion Regarding Time of TDA Meeting

Chairman Brewer stated that the board's 5:30 p.m. meeting time is a problem for some board members and suggested that the meeting be held during the day, perhaps at 10:00 a.m. This would allow for Chamber members and other visitors to attend and reduce costs to the City.

Kevin Brown made a motion to move the meeting time to 10:00 a.m. on the fourth Tuesday monthly. The motion was seconded by David Foster and carried unanimously.

Other Business

Kevin Brown suggested an email be distributed prior to meetings to confirm that a quorum would be present. Chairman Brewer suggested that the meeting time change would prevent this problem but agreed that he would confirm attendance prior to meetings.

ADJOURNMENT

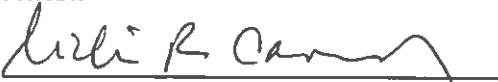
David Foster made a motion to adjourn the meeting; seconded by Jeff Towson, the motion carried unanimously.

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



Steve Brewer, Chairman

Attest:



Vicki R. Cannady, Deputy City Clerk



SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF REVENUES						
3/25/2018						
REVENUE SOURCE	RECEIVED JAN.	RECEIVED FEB.	RECEIVED MARCH	RECEIVED THIRD QTR.	RECEIVED TO DATE 3/31/2018	
Room Occupancy Tax	22,512.26	18,812.06	18,507.06	59,831.38	59,831.38	
Room Occupancy Tax Penalties	309.04	118.15		427.19	427.19	
				0.00	0.00	
TOTAL TDA REVENUE	22,821.30	18,930.21	18,507.06	60,258.57	60,258.57	

SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF EXPENDITURES						
3/31/2018						
OBJECT OF EXPENDITURE	EXPENDED JAN.	EXPENDED FEB.	EXPENDED MARCH	EXPENDED THIRD QTR.	EXPENDED TO DATE 3/31/2018	
Insurance	745.89			745.89	745.89	
Legal Services (Neil Yarborough)			1,673.51	1,673.51	1,673.51	
				0.00	0.00	
TOTAL TDA EXPENDITURES	745.89	0.00	1,673.51	2,419.40	2,419.40	

REVENUES LESS EXPENDITURES	57,839.17	57,839.17
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Sanford Destination Logo
CONCEPT DEVELOPMENT

GUIDING DIRECTION

Where Great Things Come Together.

In 1874, two railroads crossed in a bucolic spot in the heart of North Carolina and the town of Sanford was formed. Since then, Sanford continues to flourish as a vital intersection—where the arts, music, theater, shopping, dining, recreation, family fun and warm hospitality all come together in a perfect blend that is uniquely Sanford, North Carolina.

How is that communicated:

- Intersecting lines, shapes and colors
- Broad range of colors to represent the rich diversity of attractions

Delightfully Unexpected.

For those who are unfamiliar with or have never visited Sanford, North Carolina, the area may not evoke any strong feelings or attraction. But, for those who have visited the response is predictably the same: Sanford offers so much more than they expected. From its beautiful streetscapes to the charming Depot Park to its creative murals to the wonderfully warm people, Sanford is truly an enchanting, colorful destination with a bright future.

How is that communicated:

- Unexpected approach to typography
- Broad range of colors to represent the rich diversity of attractions

SUMMARY



01



02



03



05



06



04

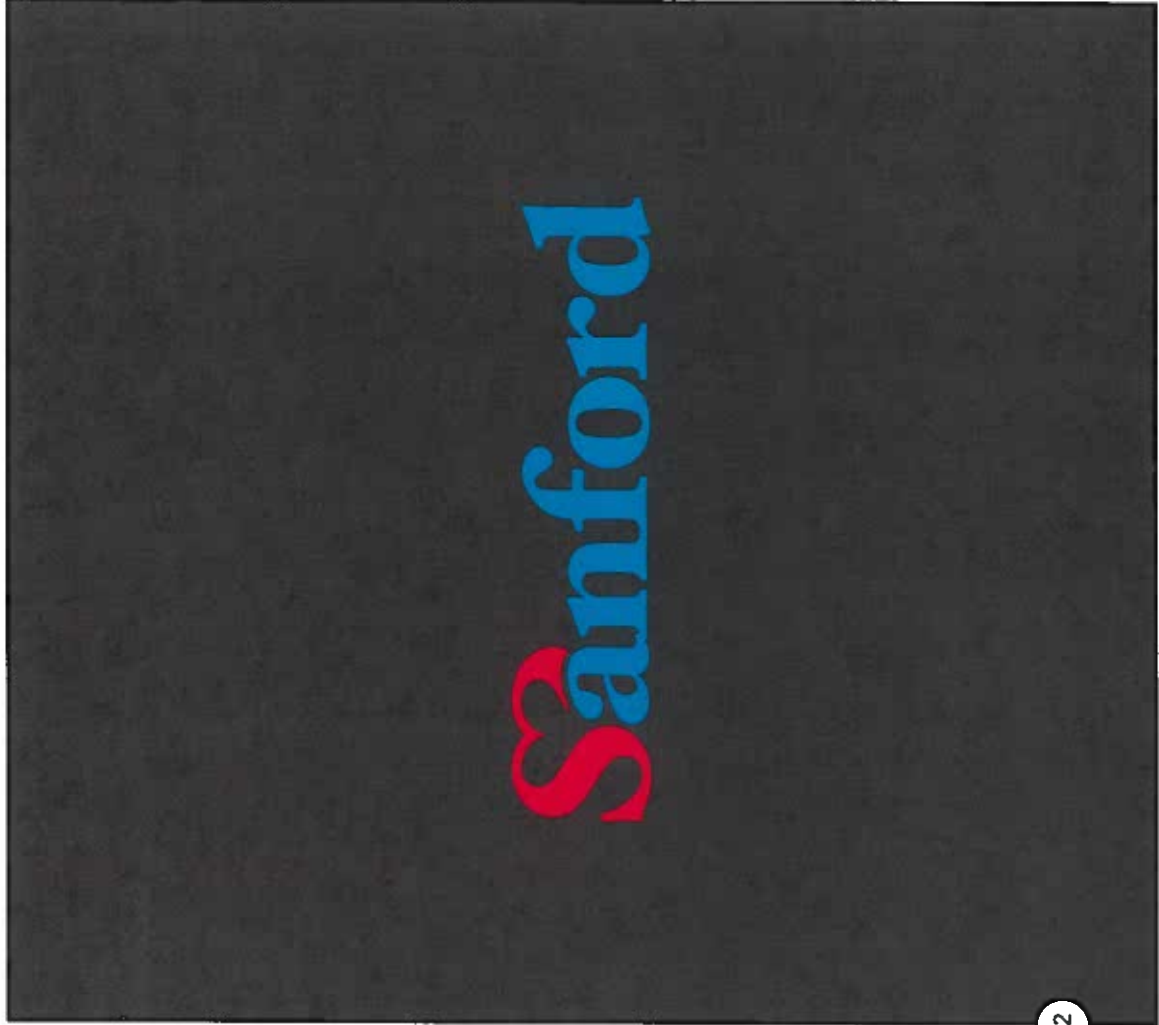


Sanford



Sanford

Sanford





— SANFORD —





SANFORD



SANFORD

The logo for Sanford, featuring a stylized plant icon with three leaves in blue, red, and yellow above the word "Sanford" in a multi-colored, rounded font.The logo for Sanford, featuring a stylized plant icon with three leaves in blue, red, and yellow above the word "Sanford" in a multi-colored, rounded font.

visit **Sanford**

downtown **Sanford**



Visit Sanford Content

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	A	B	C	D	E	F
1						
2						
3	This document is deisgned to be a gathering hub for events/opportunities/establishments in the Sanford and Lee County area					
4						
5						
6	Themes	Undiscovered	A Southern Small Town	Centerally Located		
7						
8	Pillars	Arts (Performing Arts - Visual Arts)				
9		Culinary (Resturants - Craft Beverages - Local Eatables)				
10		Music (Live Music - Local Musicians)				
11		Local Shopping and Boutiques (Gifts - Collectables - Apparel and Fashion - Pottery)				
12		People (Signature Experiences - Makers)				
13		Scenic and Nature (Agritourism - Townscapes - Parks - Trails)				
14		Sports and Rercreation (Action Sports - Outdoor Recreation)				
15						
16	Editorial Calendar	A Southern Fall - Sept/Oct, 2018				
17		From pumpkin patches and fall foliage to hay rides and spooky haunts, find the perfect slice of fall in Sanford				
18		Local Eatables, Delicious Design - Nov, 2018				
19		Where to find the best local-favorite eatables and beautiful designs, great for holiday gifts				
20		Sanford Seasons - Dec, 2018				
21		All of information you need to celebrate the holiday season in the Sanford Area, from lights and events to gifts and Santa				
22		A Year Ahead in Sanford N.C. - Jan, 2019				
23		2019 promises a year full of can't-miss events and visitor opportunities in this up-and-coming destination				
24		Romantic Getaways - Feb, 2019				
25		Different ways to get away with your loved one in Sanford, N.C., and celebrate Valentine's Day				
26		Beauty in Lee County - March 2019				

REQUEST FOR SANFORD TOURISM DEVELOPMENT AUTHORITY SPONSORSHIP
SUPPORT

(This application must be completed in full in order to be eligible)

Name of Applicant Maurice Lampley

Federal Tax ID # 83-0774203

Address 2915 forest Glen dr

Phone (252) 266-4597 Email rainblackice2677@gmail.com

Project Director Maurice Lampley / Shantell Lampley

Project Name Sanford Spring Lax Shootout

Date Project to Begin: 5/18/19 Date Project to End: 5/19/19

Total Project Budget \$ 9,000.00 + plus
(attach detailed budget including marketing)

Existing Event _____ If yes, date of existing event _____

New Event _____

List additional sponsorship funds _____
(attach more sheets, if necessary)

Overall Support Requested I would like the city of Sanford to help Lacrosse grow.

Detailed Support Requested I am hoping to get support with bringing Lacrosse to the city of Sanford. I would like for tourist and the community to learn more about Lacrosse

Does your organization receive any public funding? _____ Yes No

If yes, how much? _____

Source of public funding _____ Local _____ State _____ Federal

Does your organization receive funding from a Foundation? _____ Yes No

If yes, what Foundation(s)? _____

Is your organization _____ Non profit For profit

Please supply a copy of your latest filed 9-90 form. _____

Attach a Narrative Description of Project (Included need assessment/purpose of project, outline of project procedure, intended results of project)

Project justifications and benefit to the City of Sanford City of Sanford do not

have lacrosse at all, this is a beginning of a new sport in Sanford. I'm planning to help this city grow and to give the young people positive things to do.
Anticipated reach To grow the sport in Sanford

How will this attract new visitors Visitors like to see different things beside basketball, Soccer, football. Lacrosse is a very good and exciting sport to watch.

Attach additional sheets detailing any additional comments and/or recommendations or research that support the need for TDA support of project and/or project's merit as a tourism marketing, event or activity in Sanford.

Please provide a detailed a narrative describing the tourism marketing, event and activity, its merit and value to the destination. Items to consider should include:

1. Describe the project in the context of the organization's purpose and goals.
2. Explain in a clear and concise manner what activities will occur, when and where the project will happen, and how it will grow and increase Downtown visitors.
3. Describe the personnel, partners and participants involved in the project.
4. Describe what you hope to accomplish through this project and how you will measure the project's success.

Maurice Lamprey / Shantell Lamprey 9/22/18
Signature Date
(Project Director)

Signature Date
(Authorized or Administrative Official if applicable)

Return to: Sanford TDA 225 E. Weatherspoon St. Sanford, NC 27330, as well as
a PDF copy to bonnie.davis@sanfordnc.net.

Total Project Budget

- 1) Trophy — \$ 150.00
 - 2) T-shirts — \$ 1,000.00
 - 3) flyers — \$ 100.00
 - 4) Banners — \$ 250.00
 - 5) Vendors — \$ 1,000.00
 - 6) equipment — \$ 1,500.00
- Total = \$ 4,000.00 + plus**