

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

Members of the Sanford Tourism Development Authority (“TDA”) met on Tuesday, October 23, 2018, at 10:00 a.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  
Janet Harrington  
P.J. Patel  
DSI Executive Director Jennifer St. Clair  
Management Analyst Holly Marosites

Kevin Brown  
Steve Malloy  
Jeff Towson  
Financial Services Director Beth Kelly  
Deputy City Clerk Vicki Cannady

**Absent:**

David Foster  
Steve Trivedi  
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**

Steve Malloy made a motion to approve the agenda; seconded by Janet Harrington, the motion carried unanimously.

**CONSENT AGENDA**

**Approval of Meeting Minutes dated September 25, 2018**

Kevin Brown made a motion to approve the agenda; seconded by Steve Malloy, 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 financial statement showing \$218,811.61 total revenue received to date and expenditures of \$12,565.75, for a current balance of \$206,245.86. October expenditures include \$180 for the TRAC event box lunches and a

partial payment of \$1,835.60 for audit fees. She explained that July and August receipts are included in the fourth quarter of the prior fiscal year since they relate back to June receipts.

MSA Update and Discussion (Exhibits B, C and D)

Jennifer St. Clair, Executive Director for Downtown Sanford, Inc., and liaison between the TDA and MSA, presented several items from MSA:

- The “partner newsletter” (attached as Exhibit B) that will be sent to parties in the hospitality and tourism industries was reviewed. Ms. St. Clair requested feedback, stressed the importance of sharing the newsletter, and noted that the Chamber also sent information to members connected to the hospitality industry.
- The first draft of a foldable accordion-style map showing areas of interest and advertisements (attached as Exhibit C) was presented by Ms. St. Clair. She explained that the preliminary plan is to reprint the map quarterly and noted that it was designed with the end-user in mind; it is not meant to serve as a direction map. MSA staff selected the locations shown because they are seen as supporting the pillars and themes identified as destinations for Sanford and Lee County. Suggestions included rotating the larger listings and treating them as advertisements. Mr. Brewer suggested using print costs as the basis for sponsorships charges. Mr. Brown suggested that rules be established for rotating listings and added that some items (such as Depot Park) always be included. Mr. Brewer agreed that the Depot, Temple Theatre and non-profits be included for no charge. Mr. Patel suggested limiting the number for each category, rotating them and treating them as quarterly advertisements. Ms. St. Clair confirmed that she would obtain distribution details from MSA. Mr. Brewer suggested they be placed at the Temple Theatre, hotels, restaurants and other places where they can be easily accessed by people looking for these types of business. Mr. Brown questioned how to handle requests to be included in the small print. Mr. Brewer suggested that it be based on what people look for most often, since the goal is to increase tourism. Ms. St. Clair suggested the board ask MSA to set standards, subject to board approval, and also asking DSI to help determine what brings people downtown. Mr. Brown suggested tiered pricing and Mr. Malloy suggested a digital map with “pop up” information. Ms. St. Clair reminded everyone that the board’s role is to establish the map and encouraged everyone to offer suggestions for landmark destinations.
- MSA has requested the board narrow down the logo choices since they can’t move forward with design and creative work without a logo and color scheme. Ms. St. Clair reviewed the two that were most popular at the last meeting and showed how they would appear on merchandise and board members commented on each.

Steve Malloy made a motion to select one of the two TDA logo shown on the attached Exhibit D, based on votes emailed email to Jennifer St. Clair before 5:00 p.m. on Friday, October 26, 2018. Seconded by Kevin Brown, the motion carried unanimously.

TRAC Update and Discussion

Steve Malloy stated that he attended the recent TRAC event held at the Civic Center and noted that attendance was likely affected by bad weather. Mr. Brewer encouraged everyone to think about events and festivals to draw people to our area. He sent emails on a checker tournament which could draw between 200 and 400 people over a weekend and noted that many of his customers have told him that they have had to stay in Apex or other surrounding areas during the week due to a lack of hotel rooms here. Mr. Patel (a hotelier) explained that he is renting about 60 rooms daily and about 26 are currently being completely renovated. He stated that a feasibility study had been done a couple of years back showing the demand was not quite high enough: the occupancy rate must be in the 75 to 80 percent range. Mr. Malloy advised that Adcock and Associates is considering sponsoring a chocolate festival next year and Mr. Patel commented on the popularity of microbreweries. Mr. Towson suggested we promote mountain bike trails at San-Lee Park and Mr. Brewer mentioned the kayaking business at the Deep River.

Funding Requests – Applications/Procedures

Jennifer St. Clair informed the board that she had reached out to Maurice Lampley, who submitted a funding request last month for a lacrosse tournament, about items omitted on his application. He told her that he was considering changing the date to the end of June to avoid competing with high school lacrosse tournaments, and she asked him to resubmit his application when all information was finalized.

Other Business

Kevin Brown requested updated contact information for all board members. Chairman Brewer noted that the regularly scheduled meeting for December would fall on Christmas Day and he requested that it be moved tentatively to December 18: if no meeting is needed, it can be cancelled or rescheduled.

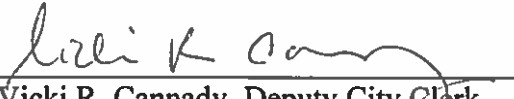
ADJOURNMENT

Kevin Brown made a motion to adjourn the meeting; seconded by Steve Malloy, the motion carried unanimously.

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

  
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Steve Brewer, Chairman

Attest:

  
\_\_\_\_\_  
Vicki R. Cannady, Deputy City Clerk



SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF REVENUES											
10/31/2018											
REVENUE SOURCE	RECEIVED THIRD QTR.	RECEIVED FOURTH QTR.	RECEIVED JULY	RECEIVED AUG	RECEIVED SEPT	RECEIVED FIRST QTR.	RECEIVED OCTOBER	RECEIVED NOVEMBER	RECEIVED DECEMBER	RECEIVED SECOND QTR.	RECEIVED TO DATE 10/31/2018
Room Occupancy Tax	59,831.38	114,319.11			22,922.50	22,922.50	21,171.39			21,171.39	218,244.38
Room Occupancy Tax Penalties	427.19	97.68				0.00	42.36			42.36	567.23
	0.00	0.00				0.00				0.00	0.00
<b>TOTAL TDA REVENUE</b>	<b>60,258.57</b>	<b>114,416.79</b>	<b>0.00</b>	<b>0.00</b>	<b>22,922.50</b>	<b>22,922.50</b>	<b>21,213.75</b>	<b>0.00</b>	<b>0.00</b>	<b>21,213.75</b>	<b>218,811.61</b>

SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF EXPENDITURES											
10/31/2018											
OBJECT OF EXPENDITURE	EXPENDED THIRD QTR.	EXPENDED FOURTH QTR.	EXPENDED JULY	EXPENDED AUG	EXPENDED SEPT	EXPENDED FIRST QTR.	EXPENDED OCTOBER	EXPENDED NOVEMBER	EXPENDED DECEMBER	EXPENDED SECOND QTR.	EXPENDED TO DATE 10/31/2018
Advertising	0.00	68.75				0.00				0.00	68.75
Contractual Services - DSI				2,000.00	1,000.00	3,000.00				0.00	3,000.00
Contribution - NCLM					583.00	583.00				0.00	583.00
Insurance	745.89	0.00			1,125.00	1,125.00				0.00	1,870.89
Legal Services (Neil Yarborough)	1,673.51	455.00				0.00				0.00	2,128.51
NC Trac							180.00			180.00	180.00
Professional Services - Audit					1,144.00	1,144.00	1,835.60			1,835.60	2,979.60
QuickBooks Subscription					555.00	555.00				0.00	555.00
Reimbursement - S. Brewer					1,200.00	1,200.00				0.00	1,200.00
<b>TOTAL TDA EXPENDITURES</b>	<b>2,419.40</b>	<b>523.75</b>	<b>0.00</b>	<b>2,000.00</b>	<b>5,607.00</b>	<b>7,607.00</b>	<b>2,015.60</b>	<b>0.00</b>	<b>0.00</b>	<b>2,015.60</b>	<b>12,565.75</b>

<b>REVENUES LESS EXPENDITURES</b>	<b>57,839.17</b>	<b>113,893.04</b>				<b>15,315.50</b>					<b>206,245.86</b>
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<b>ACCRUALS</b>	23,507.94	25,202.03									
<b>CASH BALANCE</b>	<b>146,530.18</b>	<b>169,732.21</b>	<b>187,047.71</b>				<b>206,245.86</b>				

## Visit Sanford N.C. Partner Newsletter



One of the many ways we are looking to better connect businesses and partners to visitors in Sanford and Lee County is through the publishing of this quarterly Partner Newsletter. This newsletter will seek to provide valuable insights and information on visiting groups, individuals, and events as well as a variety of development and other topical updates. This will provide us further means to leverage all that Sanford and Lee County have to offer.



Add a photo here.

### Our New Logo!

We are proud to unveil the new logo of Visit Sanford. This logo captures both how delightfully unexpected Sanford is as well as how it is where great things so often come together. These two themes are communicated through intersecting lines and colors, an unexpected

approach to typography and a broad range of colors to represent the rich diversity of attractions.

## Social Media

Did you know Visit Sanford has a variety of social media channels? From Facebook and Instagram to Twitter and YouTube, give us a follow and a like!



## Top Things to Do in Sanford this Fall

From pumpkin patches and corn mazes to fall foliage and fun shows. The perfect blog for sharing with people looking to explore the area this fall!



[Keep Reading](#)



## Upcoming Events

Invite people to your next event, let them know about an upcoming sale, or give them a sneak peek at a new collection that's coming soon.

Artstober (Month long art celebration by arts council)

Brush and Palette Art Show October 20-27 with Patrons day on October 19th

Gross Farms Pumpkin Patch/Corn Maze through November 4

No Scare Fair October 27th at the Civic Center

Phenomicon October 27th

Comics for a Cure 5k 9am Oct 27th

October 27th PLUM Festival at the Fairgrounds -Music festival & Food Truck Rodeo

Downtown Trick or Treat October 27th

Fall Movies in the Park

Bigfoot Festival November 3rd at 12pm at Camelback Truss Bridge

Holiday Open House November 4th

Family Fun Day at the Civic Center November 10 hosted by Payton's Promise  
Foundation of HOPE

Holiday Punch Card begins November 24th - December 24th

Small Business Saturday November 24th

Sanford Christmas Parade December 3rd at 7pm

Train Lighting/Visit with Santa December 7th

Broadway Christmas Parade December 8th

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### Share With Others

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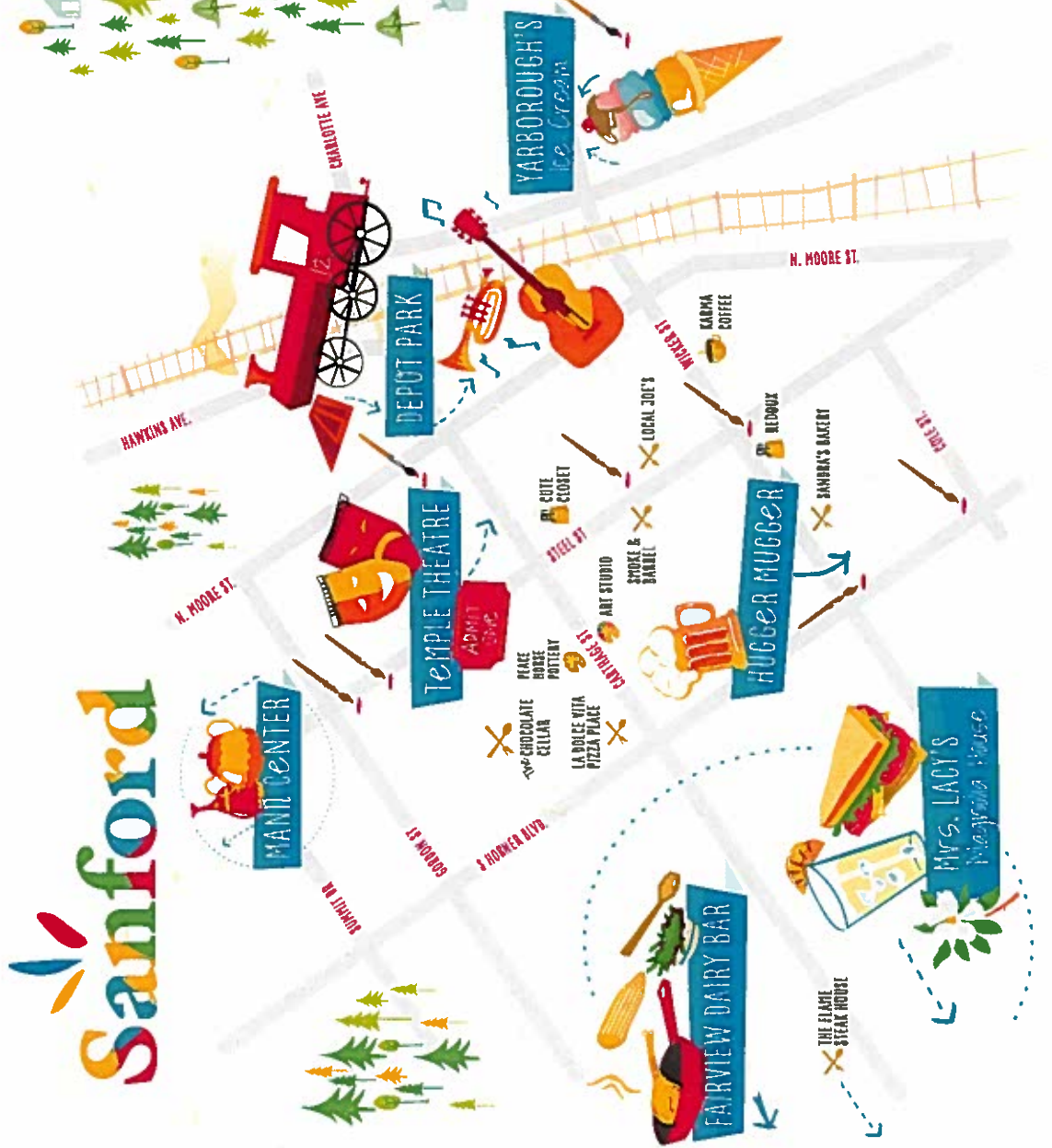
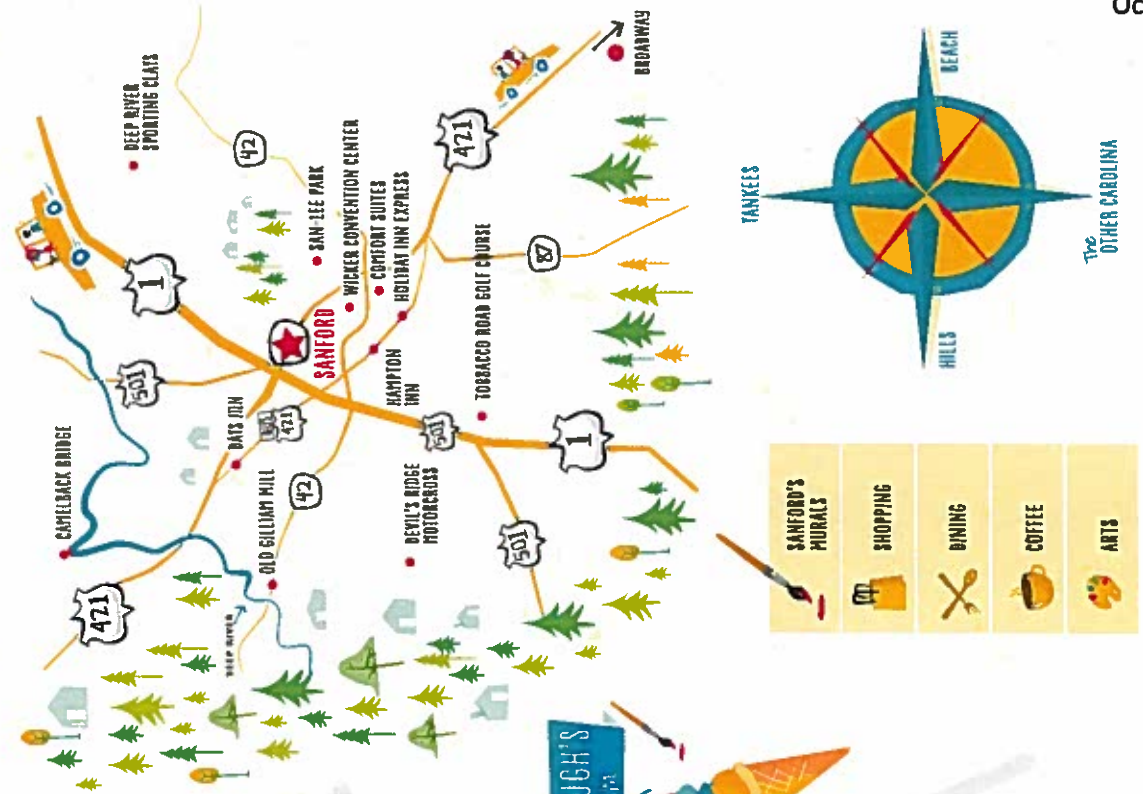
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# Sanford

**AD #1**

**AD #2**

**AD #3**

**AD #4**

**ABOUT  
SANFORD**

**AD #5**

**AD #6**

**COVER**



**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:*

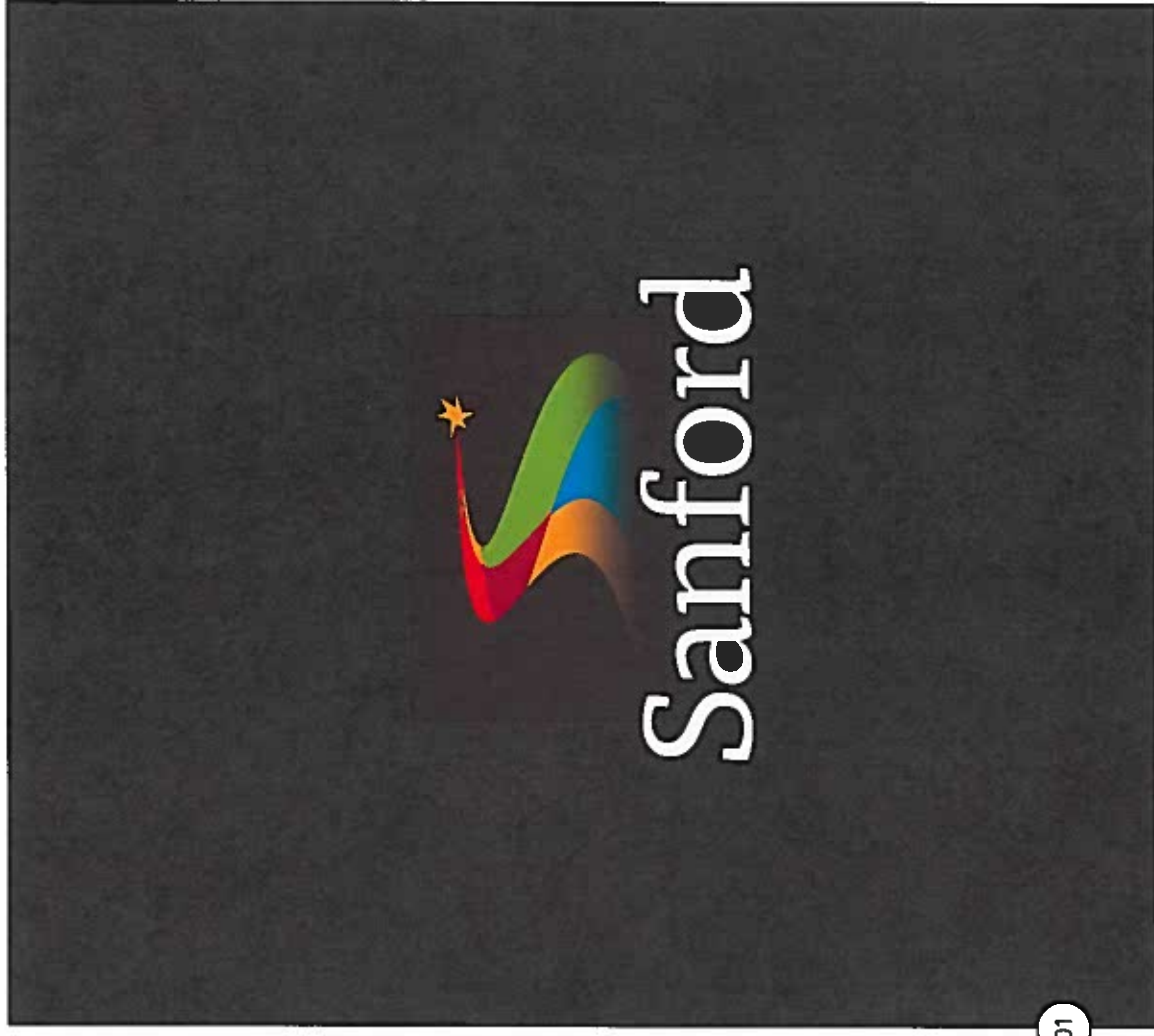
- Intersecting lines, shapes and colors
- Broad range of colors to represent the rich diversity of attractions

### **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







The logo features the word "Sanford" in a stylized, multi-colored font. The letters are filled with various colors: 'S' is yellow, 'a' is blue, 'n' is green, 'f' is red, 'o' is blue, and 'r' is yellow. Above the 'a' and 'n' are three leaf-like shapes in blue, red, and yellow.This is a smaller version of the "Sanford" logo, identical in design to the one above, positioned on a black background.





SUMMARY

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