

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

Members of the Sanford Tourism Development Authority met on Tuesday, November 27, 2018, 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  
Kevin Brown  
Jeff Towson

David Foster  
City Clerk Bonnie Davis  
Financial Services Director Beth Kelly

DSI Executive Jennifer St. Clair  
Promotions Coordinator Kelli Laudate

Absent:

P. J. Patel  
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**

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

**CONSENT AGENDA**

Janet Harrington noted that her name was left off as being present at the meeting on the October 23, 2018 minutes. A correction to the minutes will be made. Kevin Brown made the motion to approve the minutes with the correction made adding Janet Harrington's name as being present. Seconded by David Foster, the motion carried unanimously.

**REGULAR AGENDA**

**Summary of Financial Statement – (Exhibit)**

Financial Services Director Beth Kelly explained the financial report as of November 30, 2018. We received \$46,499.53 for the second quarter of this fiscal year; expenditures to date is \$4,015.60, which leaves a balance of \$229,574. She advised that the auditors have completed the audit and it was submitted last week to the Local Government Commission; it will take them a few weeks to review the audit.

Mr. Brown asked if Attorney Yarborough is on retainer, or is he paid for services as needed. Mrs. Kelly replied that we pay for his service only as needed. Mrs. Kelly had Attorney Yarborough to prepare a letter for our auditors so an invoice will be received for payment.

#### MSA Update and Discussion on Logo

DSI Executive Director Jennifer St. Clair stated that the TDA voted on its logo and the Yellow Brick Road was selected. She informed MSA of the decision and MSA is tweaking/refining the logo. Mrs. St. Clair asked MSA to send her some options of/a version of that logo that could look attractive and appealing on tee-shirts, mugs, etc. Once she receives the final refined logo, she will send it to the TDA members and the newsletter will go out.

Mrs. St. Clair referred to Exhibit B, the Sanford TDA Map Brochure Guidelines. These proposed guidelines have been proposed by MSA for the TDA members to review. The TDA discussed last month the draft map MSA proposed and about us needing guidelines so when individuals say they are not listed on the map or whether they can be listed on the map, the TDA will have something to use to say what the map will be. MSA has put a lot of work into this document. She encouraged them to review the guidelines and let her know if there are any changes that need to be made to them; it can be refined.

Mr. Brewer said the brochure and guidelines are something the TDA will need to decide on to have this information out in January. Since Christmas Day falls on the next scheduled TDA meeting, he suggested cancelling it and holding the next meeting on Tuesday, January 22, 2019. However, a special-called meeting can be held if necessary and you can only discuss the information listed on the agenda. He asked the members to review the information; email each other with suggestions/changes to the guidelines and it can be discussed this way. He did not foresee a lot of changes to the document.

Jennifer St. Clair added that she spoke with MSA to share - that one way to ease the pain with some of the businesses that were not on the map, is to use the map and have a call-to-action that will direct them to a bigger map on the website that would include everybody and hopefully be interactive. MSA is looking into the idea. The map is not all inclusive.

Mr. Brewer stated that we have to start somewhere and we need to talk about it as a group and come up with a decision so we can move forward. He asked the members to think about the guidelines and decide if they can email each other and make a decision or have a meeting.

The City is looking at making some smaller signs, like the wayfinding signs, to pinpoint additional locations in Sanford.

#### Discussion of CCCC Video Partnership

Mr. Brewer explained that the TDA needs to decide where they want to go and where to start spending the money. He mentioned that the City of Wake Forest did a commercial a few years ago and it changed Wake Forest. He commented how do we get people to come to Sanford and do we need to market commercial wise, etc., to show what Sanford has to offer. He felt someone should contact Wake Forest to see how the commercial helped them. He asked where do we reach out; do we break off into groups and one group work with the Civic Center to market

it; another group work with MSA on a possible commercial; and maybe another group that decides where the money goes locally to groups that want to do some things. We need to know where we want to go in January because we need direction to tell people this is where we are going to go.

David Foster presented an itinerary for the Visit NC 365 Conference, scheduled for March 31 – April 2, 2019, to be held in Wilmington, North Carolina. He attended the one-day event last year that was called the Co-op and it talks about commercials and they talked with TDAs on how to market yourselves, print media, demographics, etc. They do a presentation on what other communities in North Carolina are doing. You have an opportunity if you attend the conference, as a TDA member, to network with other TDA representatives. He felt two to three members should attend the conference. Everyone that attends the conference is a member of a TDA and whoever goes will bring back a lot of knowledge. One segment is on how you market yourself. Janet Harrington stated that looking at the itinerary, Monday would be the day to attend. The itinerary will be emailed to members and they need to let Jennifer St. Clair if they plan to attend so that registration can be made.

#### Discussion of Local Event Promotion

Jeff Towson stated that he felt the commercial is a good idea. He spoke with Chad Spivey and they discussed that more video footage needs to be done such as kayaking on the Deep River. Mr. Foster said that he wished there was a public access point from Lee County. He added that Saxapahaw has built public access points along the Haw River for kayaking, canoeing, rafting, etc.

Mr. Brewer stated that he has spoken with Bill Freeman with Central Carolina Community College, about their video program at the college. The TDA needs someone to video its events in Sanford. Mr. Freeman advised Mr. Brewer that it would cost about \$15 per hour to video the events. Mr. Brewer stated that this would help CCCC's program and help the TDA to video events that we could make a library of content, which we could make commercials out of or put on the website. This would give us a lot of events for MSA to put together. CCCC could do the video footage and MSA could edit it. Mr. Brewer stated that Mr. Freeman said that it could be done on an as-bill basis; no contract would be necessary.

TDA members discussed various events that could be filmed and used for marketing Sanford. Mr. Brewer asked Jennifer St. Clair if she could pay the students from CCCC out of Downtown Sanford's budget and the TDA in turn reimburse Downtown Sanford Inc. (DSI). Jennifer St. Clair replied that she would have to ask her board. Financial Services Director Beth Kelly explained that the TDA would need to approve this arrangement with DSI today for the minutes.

Janet Harrington made the motion to allow Downtown Sanford, Inc. (if the DSI board approves the arrangement) to pay CCCC for videoing events in Sanford and then the TDA would reimburse Downtown Sanford Inc. not to exceed \$2,500. Seconded by Jeff Towson, the motion carried unanimously.

Kevin Brown added that we need to prepare a schedule of events for CCCC to video.

Funding Requests – Applications/Procedures

No funding requests have been received. Mr. Brewer noted that the TDA will need to have the guideline in January on what we will fund and there will be requirements from the individual requesting funds. Mrs. St. Clair will send out the MSA guidelines and map to the members so they can be reviewing it and members should email each other with their comments so that a decision can be made. She will share the changes with MSA. She will send out a list of the assets to each member for them to review and make sure she did not miss any, so we will have a list of compacted information. Hopefully, all this information will be done by January 2, 2019.

Mr. Brewer stated that the river wiped out the kayak boat ramp again at Cumnock. In a conversation with Chad Spivey, he informed Mr. Brewer that on the Lee County side of the river is rock and no silt; but on the other side there is sand and it covers up the boat ramp. If we could get Lee County to build one on its side, it would never get covered up. Mr. Brewer has contacted Representative John Sauls to ask him to find some funding to put in a ramp on the Lee County side and one on the Pittsboro Road, U.S. Highway 15-501 side. If this can be done, you can be put in on one side and picked up on the other side.

OTHER BUSINESS

It was the consensus of members to cancel the December meeting and City Clerk Bonnie Davis will send out a cancellation notice.

Mr. Brewer reiterated to members to let Jennifer St. Clair know if they plan to attend the Visit NC 365 Conference. Mr. Foster added that the host city does a big dinner that night (Sunday afternoon) and they have a great networking/round table discussion with other TDA members from other cities/towns.

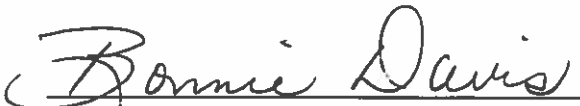
Mr. Foster thanked everyone for the NC Trac event. The hurricane dampened the turnout but it was a great opportunity to talk with all the vendors and they enjoyed the facility and said they would be back.

Members discussed using the digital billboard for advertisement of events. Mr. Brewer noted that it is time to change our rack card and asked Jennifer St. Clair to check with MSA to see if they can prepare one.

An updated list of the TDA will be emailed out to the members for review.

ADJOURNMENT

Kevin Brown made the motion to adjourn the meeting. Seconded by David Foster, the motion carried unanimously.

  
Bonnie Davis, City Clerk

  
Steve Brewer, Chairman



SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF REVENUES										
11/30/2018										
REVENUE SOURCE	RECEIVED THIRD QTR.	RECEIVED FOURTH QTR.	RECEIVED FIRST QTR.	RECEIVED OCTOBER	RECEIVED NOVEMBER	RECEIVED DECEMBER	RECEIVED SECOND QTR.	RECEIVED TO DATE 11/30/2018		
Room Occupancy Tax	59,831.38	114,319.11	22,922.50	21,171.39	25,328.14		46,499.53	243,572.52		
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		
							0.00	0.00		
<b>TOTAL TDA REVENUE</b>	<b>60,258.57</b>	<b>114,416.79</b>	<b>22,922.50</b>	<b>21,213.75</b>	<b>25,328.14</b>	<b>0.00</b>	<b>46,541.89</b>	<b>244,139.75</b>		

SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF EXPENDITURES										
11/30/2018										
OBJECT OF EXPENDITURE	EXPENDED THIRD QTR.	EXPENDED FOURTH QTR.	EXPENDED FIRST QTR.	EXPENDED OCTOBER	EXPENDED NOVEMBER	EXPENDED DECEMBER	EXPENDED SECOND QTR.	EXPENDED TO DATE 11/30/2018		
Advertising	0.00	68.75	0.00				0.00	68.75		
Contractual Services - DSI			3,000.00		2,000.00		2,000.00	5,000.00		
Contribution - NCLM			583.00				0.00	583.00		
Insurance	745.89	0.00	1,125.00				0.00	1,870.89		
Legal Services (Neil Yarborough)	1,673.51	455.00	0.00	180.00			180.00	2,128.51		
NC Trac							180.00	180.00		
Professional Services - Audit			1,144.00	1,835.60			1,835.60	2,979.60		
QuickBooks Subscription			555.00				0.00	555.00		
Reimbursement - Website			1,200.00				0.00	1,200.00		
			0.00				0.00	0.00		
<b>TOTAL TDA EXPENDITURES</b>	<b>2,419.40</b>	<b>523.75</b>	<b>7,607.00</b>	<b>2,015.60</b>	<b>2,000.00</b>	<b>0.00</b>	<b>4,015.60</b>	<b>14,565.75</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>	<b>229,574.00</b>	<b>42,526.29</b>	<b>229,574.00</b>
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<b>ACCUALS</b>							
<b>CASH BALANCE</b>				<b>206,245.86</b>	<b>229,574.00</b>		



## Sanford TDA Map Brochure Guidelines

### Goals`

- To enhance user interest in visiting the core of Sanford and Lee County
- To highlight area businesses whose offerings, attract potential visitors to Sanford and Lee County
- To encourage visitors to do and spend more by providing a compelling piece that showcases with Sanford and Lee county promises and delivers to its visitors
- Provide a tangible touchpoint for a visitor that can speak and be applicable at multiple points during their visitor journey (i.e. Dreaming, Planning, Experiencing)
- Be a largely self-sustaining piece in terms of printings, via funding through purchased ad-space

### Map Location Requirements

*The Sanford TDA seeks to provide a balanced and accurate representation of the businesses and locations that will attract visitors to the area. As a part of this businesses are vetted for inclusion if they meet the category qualifications outlined below*

- All businesses/locations must fit well within the established pillars of the Sanford TDA marketing outlined below in order to be considered for placement
  - o \*Lodging establishments are the exception to this requirement
- The TDA seeks to ensure that there is a balanced representation of an array of establishments across the range of pillars, this is in order to draw in a wide group of audiences. As such some categories with a heavier number of establishments are more selective in what is utilized

### Pillars:

- Arts (Performing Arts - Visual Arts)
- Culinary (Restaurants - Craft Beverages - Local Eatables)
- Music (Live Music - Local Musicians)
- Local Shopping and Boutiques (Gifts - Collectables - Apparel and Fashion - Pottery)
- People (Signature Experiences - Makers)
- Scenic and Nature (Agritourism - Townscapes - Parks - Trails)
- Sports and Recreation (Action Sports - Outdoor Recreation)

### Illustrated Icon Standards

*While an effort is made to include a range of establishments in the map brochure, preference in illustrated icons is given to "iconic" and "unique" locations, these locations were determined in part through market research and surveys conducted by MSA Marketing. Highlighting these locations will serve well in enticing visitors to partake in all the Sanford has to offer, thereby benefiting a large array of area businesses*

- MSA recommends a CTA on the brochure which will direct people to the TDA website that will have listing and information directing to a large amount of businesses across the county

## **Map Brochure Distribution**

*It is recommended that the map brochure be placed at the following locations:*

- All businesses that are featured on that map (whether it be illustrated icon or otherwise)
- All hotels across the county (in hotel rooms)
- All local meeting places
- Online on the Sanford TDA and the DSI websites (in printable PDF format)

*Additional distribution recommendations:*

- Available at local festivals/events
- Shared with wedding/meeting planners that have booked an event in the area (via Civic Center, etc.)
- Small, freestanding, all-weather brochure stand located in Depot Park

*Potential distribution options:*

- Included as a part of new mover/employee packets
- Available by request

## **Ad Placements in Map Brochure**

*Map Brochure Goals:*

- To enhance user interest in visiting the core of Sanford and Lee County
- To highlight area businesses whose offerings, attract potential visitors to Sanford and Lee County
- To encourage visitors to do and spend more by providing a compelling piece that showcases with Sanford and Lee county promises and delivers to its visitors
- Provide a tangible touchpoint for a visitor that can speak and be applicable at multiple points during their visitor journey (i.e. Dreaming, Planning, Experiencing)

*Ad Benefits Include:*

- Highlighted in a prominent location on a Sanford TDA printed piece with a select group of other businesses
- Distribution at businesses/events across the area
- Online versions available for usage and printing on the TDA and DSI websites
- Professionally-designed ad by MSA included as a part of space purchase
- Ads are bought on a pre-press run basis, (ex. 1,000 pieces, \*final number still TBD based on production costs, vendor costs, and brochure demand)

*Ad Development Process:*

- Once placement has been confirmed MSA will provide a creative brief for business to fill out, that includes information about desired messaging, logos, and other relevant details in designing the ads
- MSA will take completed brief and use it to develop the ad, which will be provided to the business to review, provide feedback and approval on before anything is run
- MSA will ensure all creative is in alignment with the quality standards of the TDA and provide final files to each business as well for their use



March 31 – April 2, 2019  
Wilmington Convention Center  
Wilmington, NC

The annual Visit North Carolina 365 Conference is the state's premier travel industry event. Bringing together more than 500 of the state's tourism industry leaders, the conference provides opportunities to catch up on the latest trends and issues facing the travel industry, hear insights from industry experts and network with other travel and tourism professionals.

## Sunday, March 31

- 
- Noon – 7:00 p.m.

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**Registration Open**

- 
- Noon – 6:00 p.m.

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**Exhibitor & Silent Auction Setup**

- 
- 2:30 – 3:30 p.m.

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**Meet and Greet with Visit NC team**

- 
- 3:45 – 5:15 p.m.

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**PR Roundtables**

- 
- 6:30 – 8:30 p.m.

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**Opening Reception**

## Monday, April 1

- 
- 6:45 a.m. – 5:30 p.m.

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**Registration Open**



- 
- **7:30 a.m.**

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**Exhibitor Marketplace & Silent Auction open**

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- **7:30 – 8:30 a.m.**

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**Facilitated Networking Breakfast with Exhibitors**

- 
- **8:45 – 10:15 a.m.**

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**Opening Keynote: Ingrid Fetell Lee, The Aesthetics of Joy**

- 
- **10:30 – 11:45 a.m.**

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**Co-Op Presentation**

- 
- **11:55 a.m. – 1:15 p.m.**

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**Winners Circle Awards Luncheon**

- 
- **1:30 – 2:30 p.m.**

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**Concurrent Sessions**

- 
- **1:30 – 2:30 p.m.**

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**Executive Track for CEOs**

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- **3:00 – 4:00 p.m.**

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**Executive Track for CEOs (repeat)**

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- **3:00 – 4:00 p.m.**

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**Concurrent Sessions**

- 
- **4:15 – 5:15 p.m.**

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**Legislative Update**

- 
- **5:15 – 6:15 p.m.**

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**Reception with Exhibitors & Silent Auction**

- 
- **6:15 p.m.**

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**Open Evening**

Open night to explore Wilmington & Beaches.

## Tuesday, April 2

- 
- 6:45 a.m. – Noon

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**Registration**

- 
- 7:30 a.m.

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**Exhibitor Marketplace & Silent Auction open**

- 
- 7:30 – 8:30 a.m.

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**Facilitated Networking Breakfast with Exhibitors**

- 
- 8:45 – 9:45 a.m.

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**Keynote: Dustin Garis**

- 
- 9:45 – 10:15 a.m.

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**Break with Exhibitors & Silent Auction**

- 
- 10:15 – 11:30 a.m.

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**Visit North Carolina Update: Going Forward**

- 
- 11:30 – 11:45 a.m.

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**Break with Exhibitors**

- 
- 11:45 a.m. – 1:00 p.m.

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**2020 Host Luncheon**