



Sanford Tourism Development Authority
Tuesday, June 23, 2020 at 9:00 am
Electronic Meeting

AGENDA

1. **MEETING CALLED TO ORDER**
2. **PUBLIC COMMENT** - Reading of public comments
3. **APPROVAL OF AGENDA**
4. **CONSENT AGENDA**
 - a. Consider Approval of Minutes from May 26, 2020 (pages 2-3)
 - b. Consider Approval of Minutes from Public Hearing on June 9, 2020 (pages 4-5)
5. **REGULAR AGENDA**
 - a. Summary of Financial Statement
 - b. Executive Director comments
 - c. Avenir Bold update
 - d. Consider Budget ordinance (page 6)
6. **NEW BUSINESS**
7. **ADJOURNMENT**

**MINUTES OF THE
SANFORD TOURISM DEVELOPMENT AUTHORITY
MAY 26, 2020 AT 9 AM – ELECTRONIC MEETING
SANFORD, NORTH CAROLINA**

Members of the Sanford Tourism Development Authority (“TDA”) met electronically on Tuesday, May 26, 2020, at 9:00 AM.

Present:

Kevin Brown, Chair

Wendy Bryan, Executive Director

PJ Patel, Vice Chair

Beth Kelly, Financial Service Director

Jeff Towson

Emalee McCracken

Tim Emmert

Ed Strickland

Angie Minnick

David Foster

Absent:

Tina Gross

Kevin Brown called the meeting to order at 9:04 AM.

PUBLIC COMMENT

No comments were submitted.

APPROVAL OF AGENDA

Tim Emmert made the motion to approve the agenda for May 26, 2020. Seconded by Jeff Towson, the motion carried unanimously.

Tim Emmert made the motion to approve the minutes from February 25, 2020. Seconded by Jeff Towson, the motion carried unanimously.

REGULAR AGENDA

Summary of Financial Statement (Exhibit A and B)

Beth Kelly reported that the summary of revenues and expenditures reflects total revenue received at \$199,990.09 and total expenditures of \$150,644.14. Ed Strickland made a motion to approve the financial statements as presented by Ms. Kelly. Seconded by PJ Patel, the motion carried unanimously.

Avenir Bold Update

Jan Johnson gave an overview of the social media campaign and website updates that have taken place since the beginning of the COVID-19 stay at home order. All initiatives have focused on activities that allow social distancing, are in compliance with state orders, and that match research on visitor mindset.

Ms. Bryan also made the following announcements:

The AJGA golf tournament scheduled for August has added three days of play, to include August 17-21. The AJGA has also submitted a list of social distancing protocols for the tournament. The protocols have been submitted to the city manager for review.

Ms. Bryan recommended a total operational budget of \$239,655.00 for fiscal year 2020-21. The board recommended submitting the budget as presented for public comment. On a motion by PJ Patel, and seconded by Jeff Towson, the board voted unanimously to hold a public hearing on the proposed budget electronically on June 9, 2020, at 9 AM.

ADJOURNMENT

Ed Strickland made a motion to adjourn the meeting; seconded by Jeff Townson. The motion carried unanimously. The meeting ended at 9:54 AM.

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

Kevin Brown, Chairman

Wendy Bryan, Executive Director for Sanford TDA

**MINUTES OF THE
SANFORD TOURISM DEVELOPMENT AUTHORITY
PUBLIC HEARING ON PROPOSED BUDGET
JUNE 9, 2020 AT 9 AM – ELECTRONIC MEETING
SANFORD, NORTH CAROLINA**

Members of the Sanford Tourism Development Authority (“TDA”) met electronically on Tuesday, June 9, 2020, at 9:00 AM to hold a public hearing on the proposed Fiscal Year 2020-21 budget.

Present:

Kevin Brown, Chair

Wendy Bryan, Executive Director

PJ Patel, Vice Chair

Beth Kelly, Financial Service Director

Jeff Towson

Tim Emmert

David Foster

Ed Strickland

Absent:

Emalee McCracken

Tina Gross

Kevin Brown called the meeting to order at 9:06 AM.

PUBLIC COMMENT

No comments were submitted.

Public Hearing

Kevin Brown opened the public hearing and Beth Kelly gave an overview of the TDA proposed budget as follows:

The TDA proposes that \$239,665 be appropriated for spending in the 2020-21 fiscal year, to be paid with current cash on hand and projected revenues.

No one submitted comments or requested to speak at the meeting.

PJ Patel made the motion to close the meeting and Ed Strickland seconded the motion. The motion carried unanimously.

ADJOURNMENT

Ed Strickland made a motion to adjourn the meeting; seconded by Tim Emmert. The motion carried unanimously. The meeting ended at 9:23 AM.

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

Kevin Brown, Chairman

Wendy Bryan, Executive Director for Sanford TDA

**ANNUAL BUDGET ORDINANCE
FOR FISCAL YEAR 2020-2021**

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, 2020 and ending June 30, 2021 according to the following summary.

<u>SUMMARY</u>	<u>REVENUES</u>	<u>APPROPRIATIONS</u>
Tourism Promotion and Development	<u>239,665</u>	<u>239,665</u>
TOTAL BUDGET	<u>\$239,665</u>	<u>\$ 239,665</u>

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 23rd day of June, 2020.

Kevin Brown, Chair

ATTEST:

Bonnie Davis, City Clerk

