

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

Members of the Sanford Tourism Development Authority ("TDA") met on Tuesday, January 28, 2020, at 9:00am in the West End Conference Room at the Sanford Municipal Center, located at 225 E. Weatherspoon Street, Sanford, North Carolina for a meeting.

Present:

Kevin Brown, Chair
PJ Patel, Vice Chair
Jeff Towson
Tim Emmert
Tina Gross

Kelli Laudate, DSI Executive Director
Beth Kelly, Financial Service Director
Emalee McCracken
Ed Strickland

Absent:

David Foster

Kevin Brown called the meeting to order at 9:04am

PUBLIC COMMENT

No one signed up to speak

APPROVAL OF AGENDA

Ed Strickland made the motion to approve the agenda for January 28, 2020. Seconded by Jeff Towson, the motion carried unanimously.

Ed Strickland made the motion to approve the minutes from December 17, 2019 and January 6, 2020 pending the correction of David Foster's name being removed from the present members. Seconded by Jeff Towson, the motion carried unanimously.

REGULAR AGENDA

Summary of Financial Statement (Exhibit A and B)

Beth Kelly shared the current financial report with the board reporting that total TDA expenditures to date are \$77,870.09 and a cash balance of \$385,309.46. She also included a profit and loss comparison for the board to review. PJ Patel made a motion to approve the minutes as presented by Ms. Kelly. Seconded by Tim Emmert, the motion carried unanimously.

AJGA Presentation (Exhibit C)

Patrick Cansfield with the American Junior Golf Association (AJGA) presented to the board about a golf tournament coming to Carolina Trace County Club in April. Mr. Cansfield was here to present to the board requesting their sponsorship as the title

sponsor of the event. Mr. Cansfield provided the AJGA's financial model, goals, schedule of events, committee roles to host the tournament, project zero and the charitable impact in our community as well as with a college bound golfer, and the economic impact on our community if the TDA sponsors the event. Mr. Cansfield entertained numerous questions from the board and was able to support his answers using a booklet he prepared for the board which included the pasts events in Lee County as well as other locations. Mr. Cansfield thanked the board for their time and closed his presentation.

AJGA Discussion

The board discussed the possibilities of supporting this event at Carolina Trace and the economic impact it could have on our community if the TDA were to be the title sponsor. At the end of discussion, Mr. Brown asked for a motion of \$35,000 to be the title sponsor of the golf tournament. No motion was made. Mr. Brown asked for a motion of \$25,000 to be a sponsor. Mr. Emmert made the motion for the TDA to sponsor the AJGA tournament. Mr. Towson seconded; motion carried 6-1, with PJ Patel voting in opposition.

Closed Session

Kevin Brown read the Closed Session Statute 143-318.11 sections A paragraph 5 and 6. PJ Patel made the motion for the board to move into a closed session meeting. Emalee McCracken seconded; the motion was carried unanimously.

PJ Patel made a motion to invite Kelli Laudate, Executive Director for Downtown Sanford, Inc., to join the closed session. Mr. Emmert seconded; motion carried unanimously.

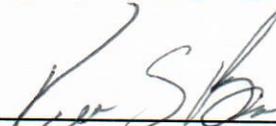
NEW BUSINESS

No new business

ADJOURNMENT

Mr. Patel made a motion to adjourn the meeting; seconded by Mr. Emmert. The motion carried unanimously. The meeting ended at 10:24am.

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



Kevin Brown, Chairman



Kelli Laudate, Executive Director for DSI