

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

Members of the Sanford Tourism Development Authority ("TDA") met virtually on Tuesday, January 26, 2020, at 9:00 AM.

Present

Kevin Brown, Chair
PJ Patel, Vice Chair
Angie Minnick
David Foster
Ed Strickland
Emalee McCracken
John Lipscomb
Tim Emmert
Tina Gross

Hal Hegwer, City Manager
Wendy Bryan, Executive Director
Beth Kelly, Financial Services Director

Absent

Kevin Brown called the meeting to order at 9:02 AM.

PUBLIC COMMENT

No comments were submitted.

APPROVAL OF AGENDA (Exhibit A)

TDA Executive Director Wendy Bryan requested that the Marketing Report be moved to follow the Consent Agenda. Chair Kevin Brown called for the change to be accepted and Emalee McCracken seconded the motion. The motion carried unanimously.

APPROVAL OF CONSENT AGENDA (Exhibit B)

Emalee McCracken made the motion to approve the consent agenda. Seconded by Ed Strickland, the motion carried unanimously.

MARKETING REPORT

Melissa Gagliardi and Jan Johnson reported that social media interaction and website interaction are both down in January as the result of two campaigns ending as well as a trend to see fewer social media interactions in January. The Breakup with 2020 New Year's Eve Package campaign received 431,339 impressions, with females making up 71% of the click traffic. The audience segment ages 45-54 was the top performing segment with 290 clicks, followed by ages 55-64 with 266 clicks.

The January blog will begin a multi-month spotlight on makers along the Antique Trail. Sanford Antique Mall and Vineland and Hickory will be the first two spotlights.

The Civic Center brochure has been printed and delivered to both Visit Sanford and the Civic Center. Avenir Bold also shared a ½ page ad that will run in Sandhills Magazine in February.

FINANCIAL REPORT

Summary of Financial Statement (Exhibits C-D)

Beth Kelly reported on the profit and loss statement, and the TDA summary of revenues as of January 19, 2021. The TDA received \$22,651.23 in December. Cash on hand ending January 19, 2021, is \$382,910.55. Tim Emmert made a motion to accept the financial reports as presented, seconded by Angie Minnick, the motion carried unanimously.

EXECUTIVE DIRECTOR REPORT (Exhibit E)

TDA Executive Director Wendy Bryan updated the board on the following initiatives:

The Visitor's Guide proof was shared with board members and feedback was requested by Friday, January 29th. The Visitor's Guide is scheduled to be printed and delivered in March 2021. (Exhibit E)

The current list of festivals and events was shared and Wendy Bryan announced that she will be serving on the StreetFest committee this year. (Exhibit F).

The wedding expo planning group met on January 12th to finalize the vendor list, which will be sent out in March, and to name the event. The group has selected "Classic Carolina Wedding Showcase" as the official name.

Indie on Air presented at the BCA committee of the Chamber on Friday, January 22 and will present to the Chamber Board on February 10th.

Wendy Bryan will be speaking to the Kiwanis Club on February 17th.

The January blog will be the start of "spotlights" featuring owners and shops from the antique trail. The February blog will focus on the events at the Arts Council.

The TDA winter tri-fold and Civic Center brochure were shared. These have been printed since the last board meeting. (Attachments G and H)

REGULAR AGENDA

NEW BUSINESS

A. Advocacy Forum Updates

- a. Mrs. Bryan shared the current map and funding schedule for the City of Sanford Wayfinding sign initiative. Board members were asked to submit feedback on sign placement and content by the end of February.
- b. Mrs. Bryan shared an update on the NC Films office. The office keeps a database of film sites and support services. Sanford and Lee County are currently featured on the site, and Mrs. Bryan will be adding venues to the site as well as reaching out to filmmakers to list their services on the site.

To recruit film and television to the area, the NC Film office works to support destinations with proposals.

- B. Advocacy Forum_– no additional requests were submitted
- C. Executive Director Contract

PJ Patel made a motion to extend Wendy Bryan an employment contract from February 17, 2021 — June 30, 2022, with future contracts to be awarded each fiscal year. Seconded by Ed Strickland, the motion carried unanimously.

D. Final Comments

Ed Strickland suggested that the Sanford TDA explore Major League Fishing as an option to bring tournaments to the area. Tim Emmert asked that the TDA Executive Contract be updated to include notations on leave.

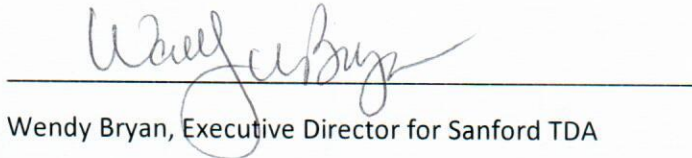
ADJOURNMENT

PJ Patel made a motion to adjourn the meeting, seconded by David Foster, the motion carried unanimously. The meeting ended at 10:06 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