

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

Members of the Sanford Tourism Development Authority ("TDA") met at the West End Conference Room Tuesday, February 22, 2022, at 9:00 AM.

Present

Kevin Brown, Chair

John Lipscomb

David Foster

Emalee McCracken

Tim Emmert

Ed Strickland

Tina Gross

Absent

PJ Patel, Vice Chair

Wendy Bryan, Executive Director

Beth Kelly, Financial Services Director

Kevin Brown called the meeting to order at 9:00 AM.

PUBLIC COMMENT

No public comments were made.

APPROVAL OF AGENDA (Exhibit A)

David Foster made a motion to approve the agenda as amended. Seconded by Ed Strickland, the motion carried unanimously.

APPROVAL OF CONSENT AGENDA (Exhibit B)

Ed Strickland made the motion to approve the agenda as presented. Tim Emmert seconded the motion, and the motion carried unanimously.

REGULAR AGENDA

A. Summary of Financial Statement (Exhibits C-D)

Beth Kelly reported the TDA summary of revenues as of February 14, 2022. Income received in February was \$24,078.99. The adjusted cash balance ending February 14, 2022, is \$418,733.74

Tim Emmert made a motion to accept the financial reports as presented, seconded by David Foster, the motion carried unanimously.

B. Request Administrative Sponsorship for Taylor Phillips 2022 Concert

Wendy Bryan presented the Taylor Phillips 2022 Concert plan and suggested that the board allocate \$14,048.05 remaining from 2021 ticket sales to encumber expenses related to a

2022 concert, which is planned for December 18th. Emalee McCracken made a motion to approve the request as presented. Seconded by Tim Emmert, the motion carried unanimously.

C. Executive Director Report

Executive Director Wendy Bryan reported on the following initiatives and updates:

- Membership Reports
 - Visit 365 conference will be held March 20-22, 2022, at the Durham Convention Center
 - Media buys for 2022-23 will be part of the event
 - The AENC Spring Conference is March 10-11 and will be held at Sheraton Chapel Hill Hotel. We will have a tabletop vendor space and a networking lunch is included.
 - The Depot Committee
 - Wendy Bryan has a meeting today with Vic Czar, Fedd Walker and Jerry Traub to look at current drawings/vision for the Visitors Center.
 - A familiarization trip to Elkin and North Wilkesboro provided information, vision, and user experience data.
 - The EDA grant timeline will impact how the project proceeds.
- In House Marketing Overview
 - The February Newsletter was distributed on February 21st and featured the blog “10 ideas For a Romantic Day Trip to Sanford, NC.”
 - Media Pitches
 - Currently working on a large pitch for regional media
 - Have invited Chatham Magazine staff for familiarization trip
 - FYI and Lee County Living Proposals have arrived
 - Working on media plans for new year with advice from Avenir Bold
 - Our State presence – DSI is working with downtown merchants to discuss a shared ad space
 - Large media – looking to Visit NC Conference for buy in opportunities
 - Chatham, Sandhills magazine presence
 - Sports NC Digital buys
 - AENC future presence

- Currently working on a multi-tour downtown walking map that will include historical, art, retail, and dining. We are working with several map vendors for expanded county map. This will be in-house publication
- Events
 - Discussing reserved spaces for Depot events
 - Broadway Our Way vendor spaced close out soon; entertainment and children's activities fully booked
 - Presales for pottery festivals in process
 - Business After Hours at Southern Side by Side

D. Marketing Report

Jan Johnson with Avenir Bold reported on the following initiatives and updates:

- February Blog: 10 Ideas For A Romantic Day Trip to Sanford, NC
 - Featuring "Best of Lee County" 2021 winners:
 - Sanford Municipal Golf Course
 - The Cabana Beauty, Massage & Sunless Studio
 - Libations 139
 - Temple Theatre
 - Floral Designs by Eddie
 - Southern Jewelers
 - Sanford Antique Mall
 - Holiday Inn Express & Suites
 - Daniel's Ridge at Broken Plow
- Upcoming Blogs – March
 - Sanford Pottery Exhibition & Marketplace
 - Upcoming Festivals and Events
- Sanford Pottery Exhibition & Marketplace
 - *PRINT AD* (April/May Issue) in Sandhills Magazine and Chatham Magazine
 - Additional Paid Media tactics- digital
 - Geographic, demographic and behaviorally targeted
 - Geofencing key events
 - Conversion-focused with heavier scheduling 2-3 weeks prior to event
 - Various units
 - Display & Keyword Targeting/Paid Search
 - Key demographic is 25-44, interest in arts & crafts, pottery, etc.
 - Paid Social Media (Facebook & Instagram)
 - Key demographic is 20-40, interest in arts & crafts, pottery, etc.
 - VisitNC.com Featured Event Listing
 - Featured 30 days prior to event

- The 2022 Visitor's Guide is in development and the following example sections were shared:
 - Events
 - Arts & Music
 - Meetings & Conventions
 - Directory

NEW BUSINESS

ANNOUNCEMENTS

Wendy Bryan presented a board member request to amend the regular meeting schedule to include an online option. The discussion will be added to the March agenda.


ADJOURNMENT

Ed Strickland made a motion to adjourn the meeting, seconded by Emalee McCracken, the motion carried unanimously. The meeting ended at 10:26 AM.

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



Kevin Brown, TDA Chair



Wendy Bryan, Executive Director for Sanford TDA