

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

Members of the Sanford Tourism Development Authority ("TDA") met virtually on Tuesday, March 23rd, 2021, at 9:00 AM.

Present

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

Wendy Bryan, Executive Director
Beth Kelly, Financial Services Director

Absent

Ed Strickland

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

PUBLIC COMMENT

No comments were submitted.

APPROVAL OF AGENDA (Exhibit A)

Emalee McCracken made the motion to approve the agenda as presented. PJ Patel seconded the motion, and the motion carried unanimously.

APPROVAL OF CONSENT AGENDA (Exhibit B)

Angie Minnick made the motion to approve the consent agenda. Seconded by Emalee McCracken, the motion carried unanimously.

FINANCIAL REPORT

Summary of Financial Statement (Exhibits C-D)

Audit Contract and Engagement Letter (Exhibits E-F)

Beth Kelly reported the TDA summary of revenues. The TDA received \$19,903.51 in March, and cash on hand ending March 17, 2021, is \$413,344.23.

Emalee McCracken made a motion to accept the financial reports as presented, seconded by Angie Minnick, the motion carried unanimously.

EXECUTIVE DIRECTOR REPORT

TDA Executive Director Wendy Bryan discussed the presentation for the City Council meeting and shared feedback regarding marketing. Mrs. Bryan also shared that content coverage had been highlighted from Worthy Detours and WRAL on the March social media posts. This month's content pitch to magazines focuses on the Southern Side by Side.

She also included two Facebook Live posts as part of the Antique Trail in this month's blog.

MARKETING REPORT

Melissa Gagliardi and Jan Johnson reported that social media top posts for the month were a Facebook Live video with Emalee McCracken for the Antique Trail, along with the link to Worthy Detours promoting downtown and depot park. They also shared the website traffic, noting that most of the traffic is going to the home page and then to the Dining and Drinks section. The top referral site for Visit Sanford is Visit NC and 77% of the website traffic this month was new visitors.

REGULAR AGENDA

NEW BUSINESS

A. Updates on Depot Project

The Depot Committee has reconvened with the goal of renovating the Depot as a visitor's center, with the option of opening the administrative offices for the TDA and DSI sooner. DSI Executive Director and Mrs. Bryan met with House Speaker Tim Moore and Representative John Sauls regarding support for the project. A One Picnic, One Depot fundraiser is planned for April 22, 2021, with proceeds to benefit the project.

B. Proposed 2121-22 TDA Budget (Exhibit G)

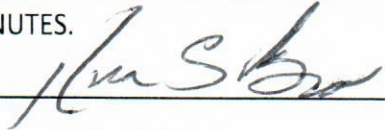
Mrs. Bryan presented a proposed budget for the Board's consideration. The projected revenues for 2021-22 were presented as \$254,000 and the 2020-21 projected cash on hand is \$575,344.23. The budget proposal includes \$150,000 placed in reserve for fund balance; \$60,000 placed in reserve for Depot interior marketing materials; and \$45,000 reserved for special projects. The remaining \$320,344.23 would be allocated for marketing and operating expenses.

A budget hearing will be set for the April 27, 2021, board meeting.


ADJOURNMENT

PJ Patel made a motion to adjourn the meeting, seconded by Angie Minnick, the motion carried unanimously. The meeting ended at 9:56 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