

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

Members of the Sanford Tourism Development Authority ("TDA") met at the Dennis A. Wicker Civic Center, with a virtual option to join, on Tuesday, April 27, 2021, at 9:00 AM.

Present

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

Wendy Bryan, Executive Director
Beth Kelly, Financial Services Director

Absent

Angie Minnick
John Lipscomb

Kevin Brown called the meeting to order at 9:09 AM.

PUBLIC COMMENT

No comments were submitted.

APPROVAL OF AGENDA (Exhibit A)

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

PUBLIC HEARING TO ACCEPT COMMENTS ON PROPOSED BUDGET

Chair Kevin Brown opened the public hearing to accept comments on the Sanford TDA's proposed budget for the 2021-22 fiscal year. There being no requests to speak, the public hearing was closed.

On the recommendation of Beth Kelly, the board agree to submit a proposed budget in the amount of \$464,344.00 for the 2021-22 fiscal year. The budget will be on the May 25th, 2021, agenda for approval.

APPROVAL OF CONSENT AGENDA (Exhibit B)

PJ Patel made the motion to approve the consent agenda. Seconded by David Foster, the motion carried unanimously.

FINANCIAL REPORT

Summary of Financial Statement (Exhibits C-D)

Beth Kelly reported the TDA summary of revenues. The February income (April reporting) had not yet been received. Cash on hand ending April 20, 2021, is \$348,314.46.

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

Beth Kelly also presented a budget amendment to appropriate funds from the NC Cares Grant and Fund Balance/Reserve in the amount of \$57,600 in order to budget funds for COVID marketing, rescheduled sponsored events, and video production. PJ Patel made the motion to approve the budget amendment. Seconded by David Foster, the motion carried unanimously.

EXECUTIVE DIRECTOR REPORT

Executive Director Wendy Bryan reported that print materials and the social media campaign for Strawberry Jammin' had been implemented. Also, work is beginning for the Sanford Spinners summer schedule and promotions.

Mrs. Bryan also reported that work is beginning on office spaces at the Depot building, with a plan in place to move the TDA and DSI administrative offices into a portion of the building until renovations begin on an area visitor's center. A One Community, One Picnic fundraiser was held on April 22nd to assist with the building renovations.

MARKETING REPORT

Jan Johnson with Avenir Bold shared the paid media layouts for the following publications:

- Full page ad in Business North Carolina featuring the Dennis A. Wicker Civic Center
- Visit NC Event listings for the Southern Side by Side and Strawberry Jammin'
- Our State Events newsletter listing for Strawberry Jammin'

She also shared the March blog content, which focused on Strawberry Jammin' and the Downtown Food Stroll, slated for May 8th.

REGULAR AGENDA

NEW BUSINESS

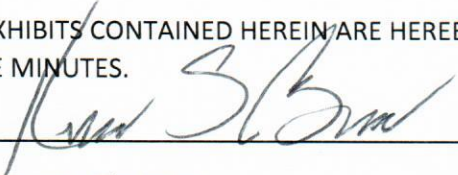
TDA Executive Director Wendy Bryan presented a contract with Hayzen's Productions for \$8,689.45 to provide video services for eight events that are planned between April and December 2021, and includes a produced compilation video. The total contract amount will be shared equally with Downtown Sanford, Inc., for a total TDA obligation of \$4,344.73.

The motion to approve the contract was made by David Foster, seconded by PJ Patel, the motion carried unanimously.

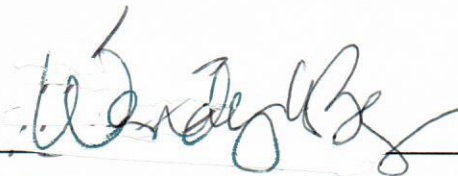
ADJOURNMENT

PJ Patel made a motion to adjourn the meeting, seconded by David Foster, the motion carried unanimously. The meeting ended at 10:09 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