

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

Members of the Sanford Tourism Development Authority ("TDA") met at West End Conference Room Tuesday, May 24, 2022, at 9:00 AM.

Present

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

Wendy Bryan, Executive Director
Beth Kelly, Financial Services Director

Absent

Kevin Brown called the meeting to order at 9:01 AM.

PUBLIC COMMENT

No public comments were made.

APPROVAL OF AGENDA (Exhibit A)

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

CASE FOR PUBLIC HEARING (Exhibit B)

A Public Hearing on the Proposed Budget for 2022-2023 fiscal year was opened by Kevin Brown, there were no comments, and the hearing was closed by Kevin Brown.

GRANT REQUEST PRESENTATION (Exhibit C)

Beth List presented the 2022 POP!-Con – Lee County Libraries with the request of \$2,540 from the TDA to be used for marketing, advertising, and promotions of the LCL POP!-con.

APPROVAL OF CONSENT AGENDA (Exhibit D)

David Foster made the motion to approve the consent agenda as presented. Emalee McCracken seconded the motion, and the motion carried unanimously.

REGULAR AGENDA

A. Summary of Financial Statement (Exhibits E-F)

Beth Kelly reported the TDA summary of revenues as of May 17, 2022. Income received in May was \$28,021.56 The adjusted cash balance ending May 17, 2022, is \$306,008.89.

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

B. Consider Approval of 2022-2023 TDA Budget (Exhibit G)

PJ Patel made the motion to approve the TDA 2022-2023 budget as presented. Ed Strickland seconded the motion, and the motion carried unanimously.

C. Consider Grant Request for 2022 POP!-Con (Reference Exhibit B)

Tim Emmert made the motion to approve the requested POP!-Con grant as presented, and Tina Gross seconded the motion. During discussion, PJ Patel made the suggestion that the TDA grant between \$1,000 and \$1,500 to the event. The original motion carried 6 to 1, with PJ Patel voting in opposition.

D. Executive Director Report

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

- Campaign Overview
 - Social Media Advertising
 - Last 28 days, largest share of audience was 25-44
 - 50% of our audience is from outside the immediate area
 - Audience on both Facebook and Instagram grew over the past 28 days
 - Social Media Advertising Most Popular Posts
 - Roots and Branches
 - 3,182 People Reached
 - 63 Engagements
 - Strawberry Jammin'
 - 2,788 People Reached
 - 164 Engagements
 - Strawberry Jammin' Blender-Bike at the Farmers' Market
 - 1,982 People Reached
 - 69 Engagements
 - Strawberry Jammin' Results
 - 7,000 estimated in attendance from Friday night through Saturday Night – this number includes residents and employees. The corrected visitor attendance estimate is 3,630.
 - 1,100 people through the Farmers' Market on Saturday during the event
 - Very local audience/rain may have impacted event
 - Ms. Wenger's sold 75 plates of stuffed French Toast and 42 dozen eggs
 - The TDA and DSI gave away 150 Koozies
 - Large sales days reported at several boutiques
 - Demographics were very diverse for this event

- Instagram Stories
 - Happy World Baking Day!
 - Ran May 17th
 - Reached: 195
 - Trails and outdoor assets
 - Ran May 20th
 - Reached: 302
- Instagram War
 - Ran May 20th
 - Featured U-Pick Farms
 - Reached: 787
- Publications and Advertising
 - Our State
 - July edition content covers wedding and farms
 - Ad features our wedding pillar and links to our updated wedding blog
 - This fiscal year, we averaged nine wedding hotel blocks per month
 - A U-Pick Farms Tri-fold brochure was shared. Brochures are available at the Visitor's Center and at the Farmer's Market
 - A Trails brochure was shared. The trails brochure will be available in breweries, at the Visitor's Center and at Kiwanis Park
- Events and Announcements
 - June 4: Car Show Downtown
 - July 24-26: AENC Summer Conference – New Bern
 - August 14: Wedding Showcase
 - Splash Pad is now open
 - Mertek was featured in Business North Carolina's Daily Digest on Monday

E. Marketing Report

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

- Spring Blogs
 - Savor Top Foodie Picks in Downtown Sanford
 - Spring To Do: 10K Lager Jogger Trail in Sanford, NC
- Spring Photo/Video Shoot on May 20, 2022
 - The spring photo shoot focused on trails, the lager jogger and downtown shopping. This photo shoot was a combined project with Downtown Sanford. Selected shots were shared with the board.

NEW BUSINESS (actions will not be taken unless necessary; items will be placed on next month's agenda for action)

A. Endorsement of The Sanford Toast (Exhibit H)

Wendy Bryan shared that North Carolina is the only state to have an official toast and The Sanford Toast was created for and shared at the One Depot event, with the toast being widely popular with attendees. The board agreed to endorse The Sanford Toast and to request the City Council to adopt it as Sanford's official toast.

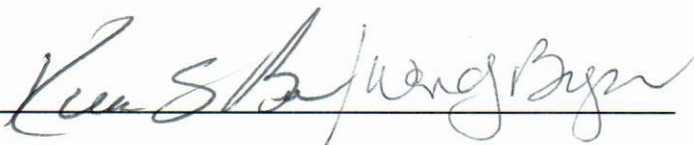
ADJOURNMENT

PJ Patel made a motion to adjourn the meeting, seconded by Ed Strickland, the motion carried unanimously. The meeting ended at 11:01 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