

**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 25, 2021, at 9:00 AM.

Present

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

Wendy Bryan, Executive Director  
Beth Kelly, Financial Services Director

Absent

Kevin Brown called the meeting to order at 9:10 AM.

PUBLIC COMMENT

No comments were submitted.

APPROVAL OF AGENDA (Exhibit A)

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

GUEST PRESENTATION

Simon Caballero with UM, a mobile location data company, shared data collection options with the board. Using mobile apps and cell phone location data, UM is able to target the location, demographics and online affinities of approximately 10 percent of the population. This information is available in a variety of reports for use by the TDA. Visitor data information can be used for decision making in advertising, marketing and sponsorships.

APPROVAL OF CONSENT AGENDA (Exhibit B)

Angie Minnick made the motion to approve the consent agenda. Seconded by Ed Strickland, the motion carried unanimously.

## FINANCIAL REPORT

### Summary of Financial Statement (Exhibits C-D)

Beth Kelly reported the TDA summary of revenues. The income received in April is \$19,507.04 and income received in May is \$28,178.25. The adjusted cash balance ending May 18, 2021, is \$376,606.15.

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

## EXECUTIVE DIRECTOR REPORT

Executive Director Wendy Bryan introduced summer college intern Fahren Cotten who will be working with the TDA three days a week during the summer. Fahren is a rising senior at Campbell University majoring in business management with a minor in healthcare management.

Mrs. Bryan also reported TDA efforts have been featured in media over the past month, including articles on the Sanford Spinners and Strawberry Jammin' in The Rant and a National Hamburger Day social media campaign in The Sanford Herald. The Visitors Guide has been delivered and distributed, and the summer brochure has gone to print.

The TDA will launch a trails map online as part of National Trails Day, and it will be linked on our website, with a feature included in the summer brochure.

The Depot TDA/DSI administrative offices are currently under temporary renovation. Furniture has been ordered, and after bathrooms are made ADA compliant, the offices will be ready for occupancy.

As a final report on Strawberry Jammin', Mrs. Bryan announced that the Shops of Steele Street reported its highest sales in 20 years during the May 8<sup>th</sup> event.

## MARKETING REPORT

Jan Johnson with Avenir Bold shared the metrics from each marketing strategy with the Strawberry Jammin' campaign:

- Event listing on Visit NC: 1,925 clicks. This was the second-highest performance for an event listing this year.
- Blog page views: 1,333
- Facebook ads offered 2,038 link clicks to the website
- The Strawberry Jammin' blog was responsible for approximately 25% of the web traffic from April 22-May 23.
- 23% of website traffic was from new users in the past month

She also shared that strategic planning, summer blogs, and future photo shoot scheduling are in the planning process.

REGULAR AGENDA

NEW BUSINESS

a. Title Sponsorship for Britton Buchanan Concert

Britton Buchanan will be performing live at Depot Park on June 19, 2021. Downtown Sanford, Inc. will provide the sound production and coordinate the event. Executive Director Wendy Bryan recommended that the Sanford TDA provide \$1,000 sponsorship from reserve dollars to be listed as title sponsor. PJ Patel made the motion to accept the recommendation. Seconded by David Foster, the motion carried unanimously.

b. Board Advocacy

Ed Strickland shared that Deep River Sporting Clays is participating in the Man Expo as part of a promotion by Curtis Media. The expo will be held in Raleigh on June 4-6<sup>th</sup>. He also reported that the asphalt on Cletus Hall Road in front of Deep River Sporting Clays is in bad repair. He has contacted the DOT but asked for any support in the campaign to repair the road.

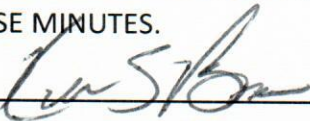
Tim Emmert reported that he was encouraged at the Sanford TDAs philosophy of promoting a wide-range of events as he had an opposite experience while working with a festival in another town.

John Lipscomb reiterated the success reported at Shops of Steele Street during the Strawberry Jammin' event.

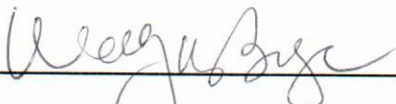
ADJOURNMENT

PJ Patel made a motion to adjourn the meeting, seconded by David Foster, the motion carried unanimously. The meeting ended at 10:24 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