

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

Members of the Sanford Tourism Development Authority ("TDA") met on Tuesday, May 28, 2019, at 9:00am in the West End Conference Room at the Sanford Municipal Center, located at 225 E. Weatherspoon Street, Sanford, North Carolina.

Present:

Kevin Brown, Chair	Emalee McCracken
Janet Harrington	PJ Patel
David Foster	Jeff Towson
Tim Emmert	Beth Kelly, Financial Services Director
Sam Gaskins, Council Member	Jan Johnson with Avenir Bold
Hal Hegwer, City Manager	Kelli Laudate, DSI Promotions Coordinator

Absent:

Sam Trivedi

Chairman, Kevin Brown called the meeting to order.

PUBLIC COMMENT

No citizen signed up to speak.

APPROVAL OF AGENDA

Janet Harrington made the motion to approve the agenda for May 28, 2019. Seconded by David Foster, the motion carried unanimously.

CONSENT AGENDA

Ms. Harrington made the motion to approve the minutes from the March 26, 2019 meeting. Seconded by Tim Emmert, the motion carried unanimously.

Mr. Emmert made the motion to approve the minutes from the Special Called Meeting of the TDA on April 16, 2019. Seconded by Mrs. Harrington, the motion carried unanimously.

PUBIC HEARINGS

None at this time.

REGULAR AGENDA

Summary of Financial Statement (Exhibit A/B)

Ms. Kelly reported our received to date number is \$172,573.59 and that our expenditures were \$84,314.83. She also provided the board a profit and loss comparison for review. Ms. Harrington made a motion to approve the financial statement. Seconded by Ms. McCracken, the motion carried unanimously.

MSA/Avenir Bold Update and Discussion (Exhibit C)

Jan Johnson brought the TDA brochure for the final review. She also reported that a welcome package is in progress as well as the website. The quarterly newsletter is also ready to go. Ms. Johnson expressed the need for assets to complete the website and for use in social media posts. A special called meeting/workshop was discussed to spend time talking about the assets needed and how to gain access to them. Mr. Brown asked that the board work on gathering a list of assets to provide Avenir Bold. Ms. McCracken commented that she would like to see antiques listed on the map. Ms. Johnson expressed that they will change as we move forward in this campaign. That currently, we just need to get a brochure out and then as we move forward in growing the TDA in the community and identify our strategies we will update the map and brochure.

Discussion of Fishing U Agreement

Mr. Brown reminded the board that the TDA gave \$10,200 to Fishing University to cover expenses for the project being completed at Jordan Lake with the Warriors on the Water from Lee County. Mr. Brown stated that payment is not necessary now, we just need to confirm the agreement. Mr. Brown will ask Ms. Kelly to help get the financials straight for the project. Mr. Townson made the motion to approve the host agreement. Ms. Harrington seconded, the motion was carried unanimously.

Discussion of Grant Application (Exhibit E)

Mr. Brown explained that our grant application would be for the TDA to underwrite events for organizations in the community. Mr. Brown feels a line needs to be added to state that the organization applying would need to be able to match the grant. We will also need a window of time added to the grant so the board knows what applications are coming and can appropriate the money for the year according to what we set aside. Mr. Brown stated that we should add the grant application to our workshop to be finalized.

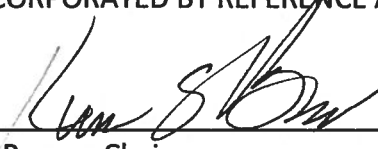
Other Business (Exhibit F)

Mr. Brown passed an Executive Director's job description for review and comments. This is something we need to begin looking into as move forward.

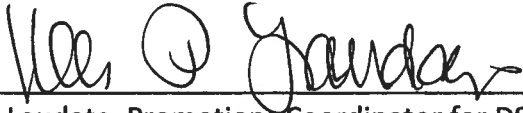
ADJOURNMENT

Mr. Foster made a motion to adjourn the meeting; seconded by Mr. Emmert. The motion carried unanimously.

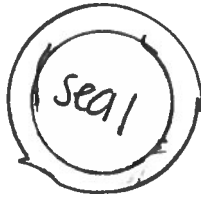
ALL EXHIBITS CONTAINED HEREIN ARE HEREBY INCORPORATED BY REFERENCE AND MADE A PART OF THESE MINUTES.



Kevin Brown, Chairman



Kelli Laudate, Promotions Coordinator for DSI



SANFORD TOURISM DEVELOPMENT AUTHORITY (DA) SUMMARY OF REVENUES
5/23/2019

BUDGET	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED
18-19	FIRST QTR.	SECOND QTR.	JANUARY	FEBRUARY	MARCH	THIRD QTR.	APRIL	MAY	JUNE	FOURTH QTR.	5/23/2019	FOURTH QTR.	5/23/2019
200,000.00	22,922.50	71,504.74	23,317.63	18,329.02	17,435.57	59,082.22	18,971.81			18,971.81	172,481.27	18,971.81	172,481.27
	42.36	49.96	49.96			49.96					92.32		92.32
TOTAL TDA REVENUE	22,922.50	71,547.10	23,367.59	18,329.02	17,435.57	59,132.18	18,971.81	0.00	0.00	18,971.81	172,573.59	18,971.81	172,573.59

SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF EXPENDITURES
5/23/2019

BUDGET	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED
18-19	FIRST QTR.	SECOND QTR.	JANUARY	FEBRUARY	MARCH	THIRD QTR.	APRIL	MAY	JUNE	FOURTH QTR.	5/23/2019	FOURTH QTR.	5/23/2019
200,000.00	3,000.00	2,000.00	2,000.00		10,000.00	2,000.00		337.44			7,000.00	337.44	7,000.00
	583.00										583.00		583.00
	1,125.00										1,125.00		1,125.00
			28,358.07			28,358.07		21,075.00			49,433.07	21,075.00	49,433.07
		180.00									180.00		180.00
	1,144.00	2,856.00									4,000.00		4,000.00
	555.00										555.00		555.00
	1,200.00		386.22	4,869.99	1,859.14	6,729.13	3,189.52	148.45	(552.00)	148.45	1,200.00	2,637.52	1,200.00
											534.67		534.67
											9,366.65		9,366.65
TOTAL TDA EXPENDITURES	7,607.00	5,036.00	30,744.29	4,869.99	11,859.14	47,473.42	3,189.52	21,008.89	24,198.41	24,198.41	84,314.83	24,198.41	84,314.83

REVENUES LESS EXPENDITURES	0.00	15,315.50	66,511.10	11,658.76	88,258.76
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ACCRUALS					
OUTSTANDING CHECKS					
ADJUSTED CASH BALANCE					

Sanford Tourism Development Authority

PROFIT AND LOSS COMPARISON

July 1, 2018 - May 23, 2019

	TOTAL	
	JUL 1, 2018 - MAY 23, 2019	JUL 1, 2017 - MAY 23, 2018 (PY)
Income		
Room Occupancy Tax	172,481.27	100,169.36
Room Occupancy Tax Penalty	92.32	433.87
Total Income	\$172,573.59	\$100,603.23
GROSS PROFIT	\$172,573.59	\$100,603.23
Expenses		
Conference Sponsorship	180.00	
Contractual Services - DSI	7,000.00	
Contribution - NCLM	583.00	
DSI - Funding Request	10,337.44	
Insurance	1,125.00	745.89
Marketing	49,433.07	
Office Supplies & Software	534.67	
Professional Services	4,000.00	1,988.51
Training	9,366.65	
Total Expenses	\$82,559.83	\$2,734.40
NET OPERATING INCOME	\$90,013.76	\$97,868.83
Other Expenses		
Other Miscellaneous Expense	1,755.00	1.00
Total Other Expenses	\$1,755.00	\$1.00
NET OTHER INCOME	\$ -1,755.00	\$ -1.00
NET INCOME	\$88,258.76	\$97,867.83

Signature
(Project Director)

Date

Signature
(Authorized or Administrative Official if applicable)

Date

Return to: Sanford TDA 225 E. Weatherspoon St. Sanford, NC 27330, as well as
a PDF copy to bonnie.davis@sanfordnc.net.

TDA Executive Director Job Description

Based off information researched from other ED job descriptions

Job Purpose

The Executive Director is responsible for the successful leadership and management of the organization according to the strategic direction set by the Board of Directors.

Primary Duties and Responsibilities

The Executive Director performs some or all of the following:

Leadership

Participate with the Board of Directors in developing a vision and strategic plan to guide the organization

Identify, assess, and inform the Board of Directors of internal and external issues that affect the organization

Act as a professional advisor to the Board of Director on all aspects of the organization's activities

Foster effective team work between the Board and the Executive Director and between the Executive Director and staff

Align with the Board President and act as a spokesperson for the organization

Conduct official correspondence on behalf of the Board as appropriate and jointly with the Board when appropriate

Professionally represent the organization at community activities to enhance the organization's community profile

Operational planning and management

Develop an operational plan which incorporates goals and objectives that work towards the strategic direction of the organization

Ensure that all staff receives an orientation to the organization and that appropriate training is provided

Implement a performance management process for all staff which includes monitoring the performance of staff on an on-going basis and conducting an annual performance review

Coach and mentor staff as appropriate to improve performance

Responsible for all phases of documenting and conducting disciplinary action of staff, up to and including termination

Financial planning and management

Work with staff and the Board (Finance Committee) to prepare a comprehensive budget

Work with the Board to secure adequate funding for the operation of the organization

Research funding sources, oversee the development of fund-raising plans and write funding proposals to increase the funds of the organization

Participate in fundraising activities as appropriate

Approve expenditures within the authority delegated by the Board

Ensure that sound bookkeeping and accounting procedures are followed

Administer the funds of the organization according to the approved budget and monitor the monthly cash flow of the organization

Provide the Board with comprehensive, regular reports on the revenues and expenditure of the organization

Ensure that the organization complies with all legislation covering taxation, gaming and withholding payments

Community relations/advocacy

Communicate with stakeholders to keep them informed of the work of the organization and to identify changes in the community served by the organization

Establish good working relationships and collaborative arrangements with community groups, funders, politicians and other organizations to help achieve the goals of the organization

Knowledge of human resources management

Knowledge of financial management

Knowledge of project management

Proficiency in the use of computers for:

Word processing

Financial management

E-mail

Internet



Sanford Tourism Development Authority
Tuesday, May 28, 2019 at 9:00 am
West End Conference Room
225 East Weatherspoon Street, Sanford NC 27330

AGENDA

1. **MEETING CALLED TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **CONSENT AGENDA**
 - A. Approval of Minutes 3/26/19
 - B. Approval of Minutes from Special Called Meeting 4/16/19
5. **CASES FOR PUBLIC HEARINGS**
6. **REGULAR AGENDA**
 - A. Summary of Financial Statement
 - B. MSA Update and Discussion
 - C. Discussion of Fishing U Agreement
 - D. Discussion of Grant Application
 - E. Discussion of Downtown Alive! opportunity
 - F. Other Business
7. **ADJOURNMENT**