

**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, June 22, 2021, at 9:00 AM.

Present

Kevin Brown, Chair
PJ Patel, Vice Chair
Tim Emmert
Tina Gross
John Lipscomb

Wendy Bryan, Executive Director
Beth Kelly, Financial Services Director
Hal Hegwer, City Manager

Absent

Angie Minnick
David Foster
Emalee McCracken
Ed Strickland

Kevin Brown called the meeting to order at 9:21 AM.

PUBLIC COMMENT

No comments were submitted.

APPROVAL OF AGENDA (Exhibit A)

Kevin Brown asked that the item to elect a board vice chair be moved to the July meeting to allow newly-appointed board members the opportunity to elect the position.

PJ Patel made the motion to approve the agenda as amended. Tim Emmert seconded the motion, and the motion carried unanimously.

GUEST PRESENTATIONS

Darrell Kanipe of Everwonder, a company that provides calendar and directory plugins, submitted a video presentation to demonstrate how the products can provide interaction with stakeholders. The calendar plugin will also transfer current content into the new format and will allow Facebook events to be imported.

Daniel Routh with Nu-Blu, a bluegrass band, spoke with the board about opportunities to market Sanford as the bluegrass capital of the world. Mr. Routh stated that most bluegrass

musicians live within 150 miles of Sanford, and with current venues and expanded events, bluegrass can be available to its audience year-round. The board agreed to expand marketing to include bluegrass opportunities and to include music as a marketing pillar.

APPROVAL OF CONSENT AGENDA (Exhibit B)

John Lipscomb requested that the May minutes be amended to reflect his presence at the meeting. Tim Emmert made a motion to approve the minutes as amended, seconded by Tina Gross, the motion carried unanimously.

FINANCIAL REPORT

Summary of Financial Statement (Exhibits C-D)

Beth Kelly reported the TDA summary of revenues. Income received in June is \$29,297.50. The adjusted cash balance ending June 15, 2021, is \$391,184.86.

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

EXECUTIVE DIRECTOR REPORT

Executive Director Wendy Bryan reported that Phil Lawrence with the City of Sanford is working with the GIS department and the DOT to finalize paperwork for approval of the Carolina Indie Fest.

Mrs. Bryan also reported that work on The Depot building, which will be office space for the TDA and DSI, is nearing completion and she expects to move by the end of July.

She also advised that with a concerted effort for Instagram content, the TDA has seen a 34 percent increase in engagement over the past 30 days.

MARKETING REPORT

Jan Johnson with Avenir Bold shared the following initiatives with the board:

- The Visitor's Guide and the Summer tri-fold brochure have been shipped to state-wide visitor's centers
- The summertime events blog will feature eight events happening over the next two months in Sanford
- The marketing support for the Carolina Classic Wedding Showcase will include targeted digital, organic social media and a VisitNC event listing
- Marketing support for the bluegrass initiative will include integrating into current mediums, leveraging the exposure to draw new audiences, and aligning with current brand assets
- In the past 30 days, 90 percent of website traffic was referred from Facebook and the homepage is the top landing page
- Projects that are currently in process include website expansions, DAWCC rebuild, a brand campaign, and special event promotions

REGULAR AGENDA

NEW BUSINESS

a. Website Plugins

Executive Director Wendy Bryan advised the board that both plugins presented by Darrell Kanipe can be purchased using operating expenses. The total cost will be \$1,750 annually on a five-year contract.

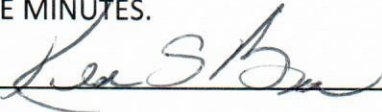
b. Board Advocacy

Mrs. Bryan advised that the disrepair on Cletus Hall Road, which was reported by Ed Strickland at the May meeting, has been repaired.

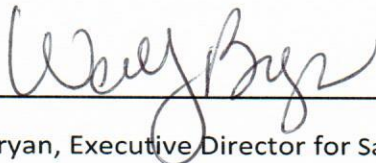
ADJOURNMENT

PJ Patel made a motion to adjourn the meeting, seconded by Tina Gross, the motion carried unanimously. The meeting ended at 10:39 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