

**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, July, 27, 2021, at 9:00 AM.

Present

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

Wendy Bryan, Executive Director
Beth Kelly, Financial Services Director

Absent

Angie Minnick
John Lipscomb

Kevin Brown called the meeting to order at 9:02 AM.

PUBLIC COMMENT

Brittany Newman and Allison Sills with the Lee County Library presented information on Pop!Con, an event that is scheduled for August 21st at the library. An overview of the event was given and a request was made for the Sanford TDA to support the event through social media and other available resources.

APPROVAL OF AGENDA (Exhibit A)

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

ELECTION OF TDA BOARD VICE CHAIR

Emalee McCracken nominated PJ Patel to serve as vice-chair for the 2021-22 fiscal year. The board accepted the nomination and voted unanimously to elect PJ Patel as vice chair.

APPROVAL OF CONSENT AGENDA (Exhibit B)

PJ Patel made the motion to approve the agenda as amended. Tim Emmert seconded the motion, and 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 \$29,730.97. The adjusted cash balance ending July 22, 2021, is \$333, 860.27.

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

EXECUTIVE DIRECTOR REPORT

- Executive Director Wendy Bryan reported updates on the following initiatives:
- The move to The Depot building is complete and a ribbon cutting will be held on August 25th at 10 AM
- Sean Wray with Indie on Air in in town and all board members are invited to a festival walkthrough July 27th at 5:30 PM
- The TDA will be supporting the Pop!Con event through social media advertising and organic posts
- The wedding showcase vendor list is at 46 and radio advertising has started on Mix 101.5
- The County Commissioners voted to move forward with purchase of the proposed land for the sports complex and the upgrades for the Depot stage were approved by the Historic Preservation Commission
- Mrs. Bryan have an update on upcoming events and festivals
- The CCCC trustee quarterly presentation was shared for feedback

MARKETING REPORT

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

- The digital campaign assets for the Carolina Classic Wedding Showcase media plan were shared
- The music destination assets for advertising and the webpage buildout were shared
- The Our State print ad for the September rear-cover placement was shared
- The Carolina Indie Fest media campaign overview was shared
- The Dennis A Wicker Civic Center website buildout progress was shared along with assets for the social media advertising campaign

REGULAR AGENDA

NEW BUSINESS

Fishing University Sponsorship

Charlie Ingram with Fishing University submitted a request for a sponsorship to host a Fishing University episode from October 19-22, 2021. The sponsorship cost is \$7,000 and the host city is also responsible for 6 hotel rooms for three nights each along with dinner for the hosts and crew on three nights. The total estimated expenses are \$14,000. PJ Patel made the motion to sponsor Fishing University for the shoot in October 2021, not to exceed \$14,000. Seconded by David Foster, the motion carried unanimously.

November Our State Ad Purchase

Wendy Bryan requested that \$7150 be appropriated for a full-page ad purchase in the Our State November edition. This ad would promote holiday shopping in Downtown Sanford and would feature the holiday punch card. This placement is in partnerships with Downtown Sanford, Inc. (DSI). DSI will purchase space for a punch card insert to go with the ad and will pay for the punch card printing and shipping. Ed Strickland voted to approve the request as presented. Seconded by Tina Gross, the motion carried unanimously

a. Board Advocacy

Emalee McCracken questioned where the current bus station in Sanford is located. It was determined that the station is located at the cover of Wicker and Gulf Streets.

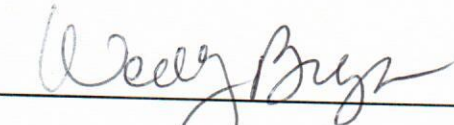
ADJOURNMENT

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