



Carrboro Tourism Development Authority

May 9, 2016

Board members present –Erin Jobe, and Alvin Sellars

TDA Liaison present – Annette Stone, ECD Director

Others present – Marlene Barbera, CHOCVB

The acting chairperson, Ern Jobe, opened the meeting at 3.p.m.

The TDA began by reviewing the minutes from the April 4, 2016 meeting minutes. There was a motion by Erin Jobe and seconded by Alvin Sellars to approve the minutes as submitted. The motion passed unanimously.

The first item on the agenda was to consider an application from the Chapel Hill Orange County Visitors Bureau. Marlene Barbera presented on behalf of the CHOCVB stating that the Bureau had been successful in winning a bid to host the North American Travel Journal Associations annual conference to be held in May 2017. The conference will bring over 60 travel journalist to the area for a three day conference. There is an estimated value of \$8.5 million ad dollars in social media campaign from the conference. All the towns will get exposure and writers will be touring all of the communities. Orange County, Chapel Hill and Hillsborough are all contributing to the effort to host the travel writers. The CTDA is being asked to contribute \$5000 to the cost of hosting. There was a motion by Erin Jobe and seconded by Alvin Sellars to approve the request for \$5000 as submitted and to pull the funds from the advertising line item. The motion passed unanimously.

There was motion by Erin Jobe and seconded by Alvin Sellars to move \$2,000 from unreserved funds to community events. The motion passed unanimously.

The TDA then discussed the Towns request to reimburse for personnel time at 25% of Annette Stone's salary. In addition, the town was requesting funding for the Freight Train Blues Series for 2017 in the amount of \$28,000. There was a motion by Erin Jobe and seconded by Alvin Sellars to amend the proposed budget to include up to 25% reimbursement for the ECD Director's program support and to fund the Freight Train Blues Series in the amount of \$13,000. The motion passed unanimously.

There was motion by Erin Jobe and seconded by Alvin Sellars to award the audit contract for 2016 to Dixon Hughes Goodman LLP. The motion passed unanimously.

There was motion by Erin Jobe and seconded by Alvin Sellars to open the public hearing for the FY 2016-17 Carrboro Tourism Development Budget. The motion passed unanimously. Ms. Stone stated the hearing had been advertised for two consecutive weeks in the Chapel Hill News. There was no public comment. There was motion by Erin Jobe and seconded by Alvin Sellars to close the public hearing for the FY 2016-17 Carrboro Tourism Development Budget. The motion passed unanimously.

The budget will be considered for adoption at the June 6, 2016 meeting.

Ms. Stone discussed to need to update the downtown visitors map. There was a motion by Erin Jobe and seconded by Alvin Sellars to approve up to \$3,000 to pay Splinter Group for updating and printing maps. The motion carried unanimously.

The meeting was adjourned at 4:00 p.m.