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

Members of the Sanford Tourism Development Authority ("TDA") met on Thursday, February 26, 2019, at 10:00am in the West End Conference Room, at the Sanford Municipal Center, located at 225 East Weatherspoon Street, Sanford, North Carolina. The following people were present:

Present:
Chairman, Kevin Brown
Janet Harrington
David Foster
Jeff Towson

Steve Malloy
Financial Service Director, Beth Kelly

DSI Executive Director, Jennifer St. Clair
DSI Promotions Coordinator, Kelli Laudate

Absent:
Sam Trivedi
PJ Patel
Hal Hegwer, City Manager

Chairman, Kevin Brown called the meeting to order.

PUBLIC COMMENT:
Bob Bedi with Media Integrations signed up to speak. He disclosed that he already has a contract with Steve Malloy/Adcock & Associates as well as Kevin Brown/The Mann Center assisting the two businesses in marketing. He requested the chance to present his company to market the TDA. He expressed his reservations about the existing agency (MSA) marketing the TDA and his concern for a website not yet being established.

APPROVAL OF AGENDA:
David Foster made the motion to approve the agenda from March 27, 2018. Seconded by Janet Harrington, the motion carried unanimously.

Steve Malloy made the motion to approve the agenda from January 22, 2019. Seconded by Jeff Towson, the motion carried unanimously.

CASES FOR PUBLIC HEARING:
None at this time.
REGULAR AGENDA:
Summary of Financial Statement (Exhibit A)

Financial Service Director, Beth Kelly, gave the board a summary of the TDA revenue and expenditures for February. She reported that received to date balance is $136,073.89 less $48,257.28 in expenditures leaving revenues less expenditures as $87,908.93. Mr. Brown requested a comparison to last years numbers. Beth replied that she can only provide January and February from last year, but she would be happy to do so. Ms. Harrington motioned for the financial statement to be approved. Seconded by Mr. Townson, the motion carried unanimously.

Approval of Audit Contract for Fiscal Years June 30, 2019 and June 30, 2020

Ms. Kelly requested a quote from our current auditor, Joyce and Company, to extend our contract for two more years (6/30/19 and 6/30/20). City Council has approved a two year extension for the same auditors and it is more cost efficient for the TDA and the City to use the same auditors. Mr. Foster made the motion to approve this extension. Ms. Harrington seconded, the motion carried unanimously.

Discussion Regarding the TDA Map (Exhibit B)

Ms. St. Clair referenced the map choices and the brochure cover. The first page showed the examples of all the attractions in Lee County. Mr. Foster discussed how he liked that Hugger Mugger also listed brewery under its name to help identify the business. Also, adding that "ice cream" should be added to Yarboroughs. Ms. Harrington added that she thought the McSwann Center should be added to the map because agriculture is such an important part of our county.

The discussion moved onto ad space on the back of the brochure. Leaving room now for the hotels and the Civic Center to gain exposure. Mr. Brown discussed the future brochure, where ad space will be sold and could be used on a rotating basis. For now, the spaces will be rotated quarterly focusing on the Civic Center and the hotels.

Mr. Malloy wants the front of the brochure to draw people to pick it up and use it. We need the brochure to be more visionary with carefully chosen pictures, Malloy encouraged.

Ms. St. Clair shared with the board the two choices for Visit Sanford. One choice using capital letters in the word “visit” and the second using lowercase letters In word “visit”. This “visit Sanford” will be used in our Lee County businesses. The board decided they prefer the lowercase letters.

Mr. Malloy wanted to know where the brochure would be displayed or where would we mail them to be displayed across the state. Ms. St. Clair stated that the brochures would be in hotels and at attractions around town. Mr. Malloy wanted to know about the 12 Welcome centers in the state and if we would send them there. Ms. St. Clair explained that it is costly to send so many brochures (about 100 items to each center) and that is something we need to explore. Mr. Brown explained that there will be welcome packages and our brochures will be a part of those packages. Mr. Malloy believes that we need specific pictures of the Mill, kayaking, etc. need to be included to encourage people to detour to Lee County. The pictures need to entice them to venture off their destined path. The discussion concluded with it is not the time to seek paid advertisements in this brochure but to focus on the hotels and Civic Center. Mr.
Malloy made the motion to not seek revenue for the brochure at this time. Mr. Foster seconded, the motion carried unanimously.

**Discussion Regarding TDA Administrative Duties/Compensation**

Mr. Brown led with the thought that Ms. St. Clair and Ms. Laudate need to come up with a list of the duties they perform for the TDA. After a list is made, a decision can be made about further expectations along with increasing the compensation to $24,000 annually. This information needs to be addresses at our March board meeting.

**MSA Update and Discussion (Exhibit C)**

Mr. Brown stated that the Budget Workshop scheduled for earlier in February did not occur because public notice was not given.

Mr. Brown then handed out a sheet for the board to consider a rededication to the TDA goals. Brown went on to describe each of the three goals to rededicate. The first goal is the convention center and the revenue granted to the TDA by the CCCC Trustees. Our marketing priorities must include the convention center because CCCC is funding a portion of the marketing.

The second goal is print media and the welcome package. Mr. Brown went on to say that the goal should be to aggressively get media out to include the assets of Sanford, an events calendar, and a package to describe the entertainment/dining/shopping possibilities. Brown described moving from a passive distribution to a Welcome Package model at the hotels.

Mr. Brown addressed the third goal as a focus on the website. Brown stated the importance of digital versions of print media and video content. This opened the conversation about the importance of possibly focusing on the website now. Mr. Towson and Mr. Foster agreed the website is important. Mr. Malloy wanted to know how to get the website outside of Lee County. Malloy expressed that the goal needs to be outside of Sanford, to get people to want to search Sanford in their browsers. Mr. Brown brought up the post from February 23, 2019 of the library and his feelings were that the posts don’t always reach outside of our town. That a library post will only interest people that currently live in our town. Brown continued with the comment, “what will draw our neighbors to Sanford.” Mr. Foster shared that he had a conference running at the Civic Center where there is representation from 30 states. Foster expressed that having that kind of exposure of our town is something we need to focus on. The comment lead Mr. Malloy to suggest a package for spouses during events like these at the Civic Center. It could be given to the meeting/conference planner to offer to those registering for the event. Mr. Brown concluded this portion of the meeting by saying the welcome package needs to be in print, on video, on the web, and in all social media outlets and that we need to look into disbursement of funds in our marketing plan to move the website to the forefront.

Ms. St. Clair discussed the microsite which is a type of landing page now for the website. Mr. Brown asked if we need to shift our website funds and increase what we are spending on the website now to move it along. Taking money from paid media in our budget and giving it to the website. Mr. Malloy feels that we need guidance from MSA on what is most important to do. That is when Ms. St. Clair explained that our marketing plan is our guide. It lists our goals and tell us where we are going. Mr. Brown told the group the Ms. St. Clair has weekly phone meetings with MSA and she reports those changes or progress monthly in our TDA meetings.
Mr. Foster shared that the conference the TDA board will attend March 31-April 1 will really be enlightening and help bring understanding to where we are moving.

Mr. Brown asked the we tell the MSA that our new goals are to move the website to high priority and to see our marketing plan. He would like MSA submit something ideas about this before the next board meeting in March. Mr. Malloy felt that MSA should be at these meeting every month to help guide us and explain the marketing plan to us. Ms. St. Clair stated that Mr. Brown asked for them not to attend this meeting as he wanted to work on the budget. Ms. St. Clair told the board that the MSA comes to every meeting so they can hear what the board thinks to help in their progress of our campaign.

NEW BUSINESS:
Discussion Regarding Meeting Time and Date:

Mr. Brown made the request to change the meeting times to 9:00am. Would this work for the group? Mr. Malloy made the motion and Ms. Harrington seconded, the motion carried unanimously. The meetings will now take place at 9am the fourth Tuesday for each month. A public notice will be placed in the paper.

Discussion to Purchase Domains in Addition to visitsanford.com

Mr. Brown suggested that we purchase the domain name to keep our vistisanford secure from anyone possibly using .net or .org in addition to our current .com. This purchase would be a precaution. Mr. Foster made the motion to appropriate the funds and Mr. Malloy seconded; the motion carried unanimously.

Mr. Towson asked about hotel accommodations for the bands for Streetfest and if the TDA would be interested in sponsoring those bands needs. The agreement was that since the TDA is giving $10,000 to be a Streetfest sponsor this year that we would not help host the bands. But, Ms. St. Clair said that if hotels wanted to give the rooms as a donation we could give the hotels an in-kind sponsorship. Mr. Foster asked about banners for the festival and Ms. St. Clair said that DSI was looking into banners that will include all the logos of our sponsors.

ADJOURNMENT

Mr. Foster made a motion to adjourn the meeting; seconded by Ms. Harrington, 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