

**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, January 25, 2022, at 9:00 AM.

Present

Kevin Brown, Chair
John Lipscomb
David Foster
Emalee McCracken
Tim Emmert
Ed Strickland
Tina Gross

Wendy Bryan, Executive Director
Beth Kelly, Financial Services Director

Absent

PJ Patel, Vice Chair

Kevin Brown called the meeting to order at 9:03 AM.

PUBLIC COMMENT

No public comments were made.

APPROVAL OF AGENDA (Exhibit A)

David Foster made a motion to approve the agenda as presented. Seconded by Tim Emmert, the motion carried unanimously.

APPROVAL OF CONSENT AGENDA (Exhibit B)

Ed Strickland made the motion to approve the agenda as presented. David Foster seconded the motion, and the motion carried unanimously.

EVENT PRESENTATIONS

- A. Presentation by Jimmy Randolph, Sanford Pottery Exhibition and Marketplace (Exhibit C)
Jimmy Randolph presented the 2022 plan for the Sanford Pottery Exhibition and Marketplace. Wendy Bryan suggested that the board allocate \$25,000 in marketing funds to produce advertising and content for this event. Tim Emmert made a motion to approve the request as presented. Seconded by Ed Strickland, the motion carried unanimously.
- B. Presentation by Jeff Popka, Indie On Air (Exhibit D)
Jeff Popka presented the Wampus Cat Festival plan, which is a 3-day music event planned at Gross Farms II in May 2022 in order to help create a year-round music community.

He also requested a grant for Indie Fest 2022 for \$15,000 to assist with marketing the event. Additionally, the TDA will support the event will additional in-house marketing, not to exceed \$10,000. David Foster made a motion to approve his request of \$15,000 and the TDA direct marketing. Seconded by Emalee McCracken, the motion carried unanimously.

REGULAR AGENDA

A. Summary of Financial Statement (Exhibits E-H)

Beth Kelly reported the TDA summary of revenues as of December 22, 2021. Income received in December was \$32,296.62. The adjusted cash balance ending December 22, 2021, is \$357,380.05.

Beth Kelly reported the TDA summary of revenues as of January 18, 2022. Income received in January was \$79,773.91. The adjusted cash balance ending January 18, 2022, is \$408,709.08.

David Foster made a motion to accept the financial reports as presented. Seconded by John Lipscomb, the motion carried unanimously.

B. Request for Our State Spring Ad Placement (Exhibit I)

Wendy Bryan presented that a 1/3 Page Vertical ad be placed in the April Issue of Our State to promote spring events for a cost of \$4,685.00, using advertising funds that have been included in the current budget. David Foster made the motion to approve the use of funds as presented. Seconded by Emalee McCracken, the motion carried unanimously.

C. Executive Director Report

Executive Director Wendy Bryan reported on the following initiatives and updates:

- Membership Reports
 - The Visit 365 conference will be held March 20-22, 2022, at the Durham Convention Center; Kevin Brown, PJ Patel, Ed Strickland, Emalee McCracken, Tim Emmert, and Wendy Bryan have registered. Attendees will be notified if the plans for this conference change.
 - On January 21, 2022, the announcement was made that Mainstreet Conference in March will be held virtually with the recommendations from the Department of Commerce.
 - Visit Sanford withdrew from participating in the AENC trade show at the Raleigh Convention Center December 9, 2021, due to the COVID climate. The registration was Transferred to the April meeting.
 - The Depot Committee
 - The EDA grant was submitted by the City on January 18, 2022. We will be notified by the end of March if our application is selected to proceed in the process.
 - State funds for The Depot have been processed and are expected to be received this month.
 - A Depot committee meeting is planned following a meeting with an architect, tentatively scheduled for mid-February.
- Marketing Overview
 - The January Newsletter featured the January blog.
 - Total audience 494 – 9% increase in subscribers

- 49.5% Open Rate
- 28 clicked through to the blog
- Fishing University sent notification Friday January 18, 2022 that the episode aired Thursday, Friday, Saturday, and Tuesday on Outdoor Network. The TDA commercial was shared during the meeting
- San-Lee Park was featured in the 2022 Visit NC Visitor's Guide.
- Events
 - The 2022 Promotion Calendar was shared.
 - The Calendar will be placed in:
 - February Rant ad
 - Visit Sanford & Downtown Sanford calendars
 - City of Sanford water bill inserts
 - Triangle on the Cheap calendar
 - WRAL calendar
 - Downtown posters and magnets

D. Marketing Report

Jan Johnson with Avenir Bold reported on the following initiatives and updates:

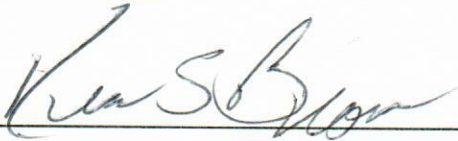
- Brand Campaign
 - "See you in Sanford"
 - This campaign has been modified based on board feedback and will begin to be implemented in placements and content.
 - Sanford & Lee County Winter Brochure is in circulation and showcases:
 - Temple Theatre – Upcoming Shows
 - The Writer's Round
 - Sanford BBQ Trail
 - Sanford Antique Trail
 - Lager Jogger
 - Garden & Gun – digital ads have been placed
 - March 1 – April 30, 2022
 - Deep River Sporting Clays
 - General Outdoors
- January Blog: 11 Events Worth Traveling For in 2022
 - Writer's Round
 - Broadway Our Way
 - Southern Side by Side
 - Pottery Exhibition & Marketplace
 - Strawberry Jammin'
 - Downtown Alive! Concert Series
 - Wedding Showcase
 - Carolina Indie Fest

- StreetFest
- Boo & Brew
- Santa Train & Tree Lighting
- Dennis A. Wicker Civic & Conference Center
 - The rough draft of the website was shared
 - The civic center was featured in the AENC E-newsletter
- Jan Johnson shared an overview of the VisitSanfordNC.com website traffic for 2021
 - January 1, 2021 – January 1, 2022
 - 13.8% Returning Visitors
 - 86.2% New Visitors (33,371 Users)
 - January 1, 2020- December 31, 2020
 - 9.7% Returning Visitors
 - 90.3% New Visitors
 - Top webpages for the year included the homepage, events calendar, Carolina Classic Wedding Showcase, and the “ things to do” section.

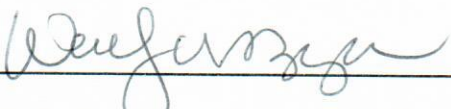
ADJOURNMENT

David Foster made a motion to adjourn the meeting, seconded by John Lipscomb, the motion carried unanimously. The meeting ended at 11:30 AM.

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



Kevin Brown, TDA Chair



Wendy Bryan, Executive Director for Sanford TDA