

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

Members of the Sanford Tourism Development Authority ("TDA") met virtually on Tuesday, February 23, 2021, at 9:00 AM.

Present

Kevin Brown, Chair
PJ Patel, Vice Chair
Angie Minnick
David Foster
Emalee McCracken
John Lipscomb
Tim Emmert

Wendy Bryan, Executive Director
Beth Kelly, Financial Services Director

Absent

Ed Strickland
Tina Gross

Kevin Brown called the meeting to order at 9:06 AM.

PUBLIC COMMENT

No comments were submitted.

APPROVAL OF AGENDA (Exhibit A)

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

APPROVAL OF CONSENT AGENDA (Exhibit B)

Tim Emmert made the motion to approve the consent agenda. Seconded by Angie Minnick, the motion carried unanimously.

FINANCIAL REPORT

Summary of Financial Statement (Exhibits C-D)

Beth Kelly reported the TDA summary of revenues. The TDA received \$20,266.23 in February, and cash on hand ending February 16, 2021, is \$399,976.66

Emalee McCracken made a motion to accept the financial reports as presented, seconded by David Foster, the motion carried unanimously.

EXECUTIVE DIRECTOR REPORT (Exhibit E)

TDA Executive Director Wendy Bryan presented a partnership video that was created with DSI for Downtown merchants regarding the upcoming festivals and events for the year. She also shared a presentation for the TDA partners Facebook group that outlines the TDA's mission and gives information on how the TDA can support tourism-related businesses. Finally, Mrs. Bryan presented the PowerPoint that will be shared with Visit NC and Meredith Travel to encourage inclusion of Sanford destinations as part of the 2022 NC Travel Guide.

MARKETING REPORT

Melissa Gagliardi and Jan Johnson reported that social media top posts for the month were the Main and Broad coverage of the mural trail, Facebook lives with Sandra's Bakery and Floral Designs by Eddie, and the Black History Month blog. They also shared a draft of the spring tri-fold and the golf package ads for The Rant and Our State magazine.

REGULAR AGENDA

- a. Mrs. Bryan recommended that Wayfinding signs be placed at the roundabout on Hawkins Avenue and US1 and both Colon Road exit ramps off the US 421 bypass. Angie Minnick made a motion to submit the recommendation to the City of Sanford. Seconded by Emalee McCracken, the motion carried unanimously.

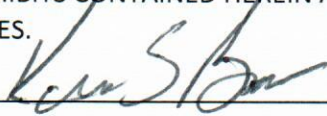
NEW BUSINESS

- A. Letters of support for the S Line were presented for the board's approval. David Foster made a motion to send letters of support to state legislators. Seconded by Emalee McCracken, the motion carried unanimously.

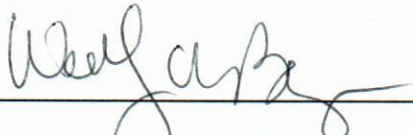
ADJOURNMENT

Angie Minnick made a motion to adjourn the meeting, seconded by PJ Patel, the motion carried unanimously. The meeting ended at 10:00 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