

**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, March 29, 2022, at 9:00 AM.

Present

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

Wendy Bryan, Executive Director
Beth Kelly, Financial Services Director

Absent

Tina Gross
Ed Strickland

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

PUBLIC COMMENT

No public comments were made.

APPROVAL OF AGENDA (Exhibit A)

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

APPROVAL OF CONSENT AGENDA (Exhibit B)

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

REGULAR AGENDA

A. Summary of Financial Statement (Exhibits C-D)

Beth Kelly reported the TDA summary of revenues as of March 22, 2022. Income received in March was \$24,842.35 The adjusted cash balance ending March 22, 2022, is \$303,600.40.

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

B. Consider 3-Year Audit Contract with Joyce and Company

- Tim Emmert made a motion to approve the 3-year audit contract with Joyce and Company as presented, seconded by John Lipscomb, the motion carried unanimously.
- C. Consider Adoption of Ethics Policy
- Tim Emmert made a motion to approve the adoption of the Sanford Tourism Development Authority Ethics Policy as presented, seconded by Emalee McCracken, the motion carried unanimously.

D. Executive Director Report

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

- Marketing Overview
 - Media Pitches
 - Wendy Bryan met with 5 writers for a media pitch at Visit NC. They were interested in the Southern Side by Side, Fonda Lupita, Mrs. Lacy's, and Downtown Shopping as well as performing arts. Each will receive a follow up with requested materials.
- Publications and Advertising
 - Strawberry Jammin'
 - Maps and descriptions have been created for the two-day event May 6-7
 - Ad to run on Triangle on the Cheap and Social Media beginning mid-April.
 - Antique Trail
 - A full page has been placed in Sunday Driver
 - New brochures were created for shops and the Visitors' Center
 - Triangle on the Cheap
 - Newsletter ads were placed for Broadway Our Way
 - Social Media Ads
 - March 7 – 17
 - Temple's Patsy Cline, Hugger Mugger's Brews, Blues & BBQ, Broadway Our Way, and Sanford Pottery were featured on the calendar ad
 - 40,272 Impression; 874 clicks
 - March 24 – April 3
 - Broadway Our Way Over view, BOW Princess, BOW Superheroes, and BOW Face Painting were featured on the calendar ad
 - 10,045 Impressions; 413 Clicks

- March 27 – April 2
 - Hugger Mugger’s Banna Puddin’-Off, Broadway Our Way, and Southern Side by Side were featured on the calendar ad
 - 3,642 Impressions; 108 Clicks (since last night)
- Instagram Wars
 - The theme is National Beer Day and the campaign is set to run April 7th
 - Visit Sanford
 - Fonda Lupita
 - Camelback
 - Davison’s
 - Goodfella’s
 - Downtown Sanford
 - Hugger Mugger
 - Smoke & Barrel
 - Wild Dogs
 - Local Joe’s
- Events & Announcements
 - There is a meeting Wednesday to look at interior display/design for The Depot renovations. Design Dimensions will attend.
 - The first spring event is Broadway Our Way on April 16th
 - The first Downtown Alive! Event is April 22nd
 - April 29th will be a One Community, One Depot Event
 - Budget draft to board members by Spring Break (April 8th)
 - The April newsletter will go out Wednesday
 - SLHS Academy of Tourism students will be at the office this Friday for an information session and to tour

E. Marketing Report

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

- Marketing Update
 - March Blog: Spring Forward with Exciting Event in Sanford, NC
 - Featuring

- Broadway Our Way
- Strawberry Jammin'
- Downtown Alive! Concert Series
- Southern Side by Side
- Wampus Cat Music Festival
- Sanford Farmers' Market
- The Sanford & Lee County Spring Brochure has been distributed
- The AENC March E-Newsletter featured the Dennis A. Wicker Civic Center
 - Delivered: 812 (100.0%)
 - Opened: 302 (37.2%)
 - Clicked: 8 (1.0%)
- Top Performing Social Media Posts This Month
 - Hugger Mugger's Banna Puddin'-Off
 - Facebook
 - 2,085 People Reached
 - 147 Engagements
 - Instagram
 - 459 People Reached
 - Ichiban Sushi and Hibachi Restaurant
 - Facebook
 - 1,279 People Reached
 - 56 Engagements
 - Instagram
 - 766 People Reached
- Dennis A. Wicker Civic & Conference Center Website
- A digital display ad series will run in Garden & Gun March 1 – April 30, 2022
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NEW BUSINESS

- A. Consider virtual options for regularly-scheduled TDA meetings.
 - Wendy Bryan presented an option to amend the regularly-scheduled meeting criteria to include a virtual option. PJ Patel made a motion to table virtual options for regularly-scheduled TDA meetings, seconded by Tim Emmert, the motion carried unanimously.

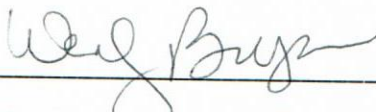
ADJOURNMENT

PJ Patel made a motion to adjourn the meeting, seconded by Tim Emmert, the motion carried unanimously. The meeting ended at 10:42 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