

**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, July 26, 2022, at 9:00 AM.

Present

Kevin Brown, Chair

Emalee McCracken, Vice Chair

Erica Gunter

Tina Gross

Ed Strickland

Mike Stec

John Lipscomb

Wendy Bryan, Executive Director

Beth Kelly, Financial Services Director

Absent

PJ Patel

David Foster

Kevin Brown called the meeting to order at 9:05 AM.

PUBLIC COMMENT

No public comments were made.

APPROVAL OF AGENDA (Exhibit A)

Ed Strickland made a motion to approve the agenda as amended. Seconded by Emalee McCracken, the motion carried unanimously by voting board members in attendance, Mike Stec, Erica Gunter, Ed Strickland, Tina Gross, and Emalee McCracken.

ELECTION OF TDA BOARD VICE CHAIR

Chair Kevin Brown called for nominations for the TDA vice chair, which is elected annually by the TDA Board. He added that current vice-chair PJ Patel was willing to serve again. Emalee McCracken self-nominated for the position of vice chair. Kevin Brown made the motion to close nominations for TDA Vice Chair and called the question. Seconded by Mike Stec, and the motion carried unanimously. Voting board members in attendance were Mike Stec, Erica Gunter, Ed Strickland, and Emalee McCracken

GRANT REQUEST PRESENTATION

A. Chad Spivey – Request for Deep River Paddling Brochure Printing Sponsor (Exhibit B)

Ed Stickland made the motion to approve the Deep River Paddling Brochure Printing Sponsorship with 1,000 copies printed at \$450 with the final draft being approved by Wendy Bryan to include TDA logo, contact information and QR code to visitsanford.com. The motion was seconded by Tina Gross and the motion carried unanimously by voting board members in attendance, Mike Stec, Erica Gunter, Ed Stickland, Tina Gross, and Emalee McCracken.

B. Hugger Mugger Brewing – Request for Carolina Indie Fest Sponsorship (Exhibit C)

Tim Emmert, co-owner of Hugger Mugger Brewing Company, presented a sponsorship request in the amount of \$5,000 for the 2022 Carolina Indie Fest. Hugger Mugger will serve as the promoter of this year's event. Emalee McCracken made the motion to approve the request for Carolina Indie Fest \$5,000 sponsorship as presented. Seconded by Ed Strickland, the motion carried unanimously by voting board members in attendance, Mike Stec, Erica Gunter, Ed Stickland, Tina Gross, and Emalee McCracken.

APPROVAL OF CONSENT AGENDA (Exhibit D)

Tina Gross made the motion to approve the agenda as presented. Emalee McCracken seconded the motion, and the motion carried unanimously by voting board members in attendance, Mike Stec, Erica Gunter, Ed Stickland, Tina Gross, and Emalee McCracken.

REGULAR AGENDA

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

Beth Kelly reported the TDA summary of revenues as of July 19, 2022. Income received in July was \$370,025.09. The adjusted cash balance ending July 19, 2022, is \$267,856.55.

Mike Stec made a motion to accept the financial reports as presented, seconded by Emalee McCracken, the motion carried unanimously by voting board members in attendance, Mike Stec, Erica Gunter, Ed Stickland, Tina Gross, and Emalee McCracken.

B. Executive Director Report

Executive Director Wendy Bryan shared TDA monthly initiatives and updates. (Exhibit G).

C. Marketing Report

Jan Johnson and Cierra Otis with Avenir Bold yielded their time for the monthly marketing presentation due to time constraints.

NEW BUSINESS (actions will not be taken unless necessary; items will be placed on next month's agenda for action)

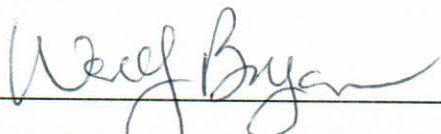
ADJOURNMENT

Ed Stickland made a motion to adjourn the meeting, seconded by Tina Gross, the motion carried unanimously by voting board members in attendance, Mike Stec, Erica Gunter, Ed Stickland, Tina Gross, and Emalee McCracken. The meeting ended at 11:41 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