

**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, August 23, 2022, at 9:00 AM.

Present

Kevin Brown, Chair

Emalee McCracken, Vice Chair

Ed Strickland

Mike Stec

John Lipscomb

David Foster

Wendy Bryan, Executive Director

Beth Kelly, Financial Services Director

Absent

PJ Patel

Erica Gunter

Tina Gross

Kevin Brown called the meeting to order at 9:02 AM.

PUBLIC COMMENT

No public comments were made.

APPROVAL OF AGENDA (Exhibit A)

David Foster made a motion to approve the agenda as amended. Seconded by Ed Strickland, the motion carried unanimously.

APPROVAL OF CONSENT AGENDA (Exhibit A)

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

REGULAR AGENDA

A. Summary of Financial Statement (Exhibits B)

Travis Corley reported the TDA summary of revenues as of August 19, 2022. Income received in July was \$94,685.91. The adjusted cash balance ending August 19, 2022, is \$295,698.88.

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

B. Executive Director Report (Exhibit C)

Executive Director Wendy Bryan shared TDA monthly initiatives and updates.

C. Marketing Report (Exhibit D)

Cierra Otis with Avenir Bold presented five trends that Avenir Bold will be managing in 2022-23.

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

A. Consider Adoption of 2022-2024 TDA Strategic Plan (Exhibit E)

Ed Strickland made the motion to approve the adoption of the 2022-2024 TDA Strategic Plan. The motion was seconded by David Foster, the motion carried unanimously.

B. Consider Approval of Contract for Data Services

i. Zartico Proposal (Exhibit F)

ii. Zartico Monthly Report through Visit NC (Exhibit G)

iii. Arrivalist Report through Visit NC (Exhibit H)

Mike Steck made the motion to approve the contract with Zartico for \$25,000 (Exhibit F) as presented. Ed Strickland seconded the motion, the motion carried unanimously.

ADJOURNMENT

Ed Strickland made a motion to adjourn the meeting, seconded by Emalee McCracken, the motion carried unanimously. The meeting ended at 10:32 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