

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

Members of the Sanford Tourism Development Authority (“TDA”) met electronically on Tuesday, August 25, 2020, at 9:00 AM.

Present

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

Wendy Bryan, Executive Director  
Beth Kelly, Financial Services Director

Absent:

Ed Strickland  
Tina Gross  
John Lipscomb

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

PUBLIC COMMENT

No comments were submitted.

APPROVAL OF AGENDA (Exhibit A)

Tim Emmert made the motion to approve the agenda for the August 25, 2020, meeting. Seconded by David Foster, the motion carried unanimously.

APPROVAL OF CONSENT AGENDA (Exhibit B)

Angie Minnick made the motion to approve the minutes for July 28, 2020. Seconded by Tim Emmert, the motion carried unanimously

## REGULAR AGENDA

### Summary of Financial Statement (Exhibits C-D)

Beth Kelly reported on the profit and loss statement, and the TDA balance sheet. Cash on hand ending August 28, 2020, is \$351,026.88. PJ Patel made a motion to accept the financial reports as presented, seconded by Tim Emmert, the motion carried unanimously.

### Election of Board Vice Chair

PJ Patel was re-elected as vice chair by the board, in accordance with City requirements. David Foster made the motion, seconded by Tim Emmert, the motion carried unanimously.

### Presentation from Liz Whitmore

City of Sanford Historic and Preservation Planner Liz Whitmore submitted a grant proposal to the board requesting \$7,000 in TDA funds to install a sculptured archway on Charlie Watson Lane as an entrance from Steele Street. This project is a continuation of the public arts program. Tim Emmert made the motion to approve the request as presented, seconded by Angie Minnick, the motion carried unanimously.

### Executive Director Comments

TDA Executive Director Wendy Bryan updated the board on the following initiatives:

- Mayor Chet Mann asked that an Open for Business Agenda booklet be mailed to each board member. The document includes destination goals and accomplishments.
- Lee Grow Play Succeed, an organization formed to educate and promote a Lee County Parks and Recreation bond to build a multi sports complex, has asked that board members share posts on their own social media. Yard signs are also available for anyone who would like one.
- Indie On Air has submitted concert proposals for review following their visit and presentation in July.
- The TDA will run ads with the Rant, both digital and print, in August.
- The economic impact report from the Visit Sanford AJGA Open will be shared with the board on Monday, August 31.

### Avenir Bold Update

Jan Johnson and Melissa Gagliardi gave an overview of the social media campaign and website updates that have taken place this month. They also updated the Board on the YouTube campaign for the fishing and golfing videos. The videos have received approximately 30,000 views and will run for one more month. Avenir Bold will be moving forward with a planned branding campaign and visitor's guide. The Board requested that Avenir Bold also produce a tri-fold rack card with area maps, a directory, and upcoming events, to be updated quarterly.

NEW BUSINESS

Tim Emmert requested that the TDA Grant Application be revised to include more information about the applicant's marketing plans. The suggestion was also made that the application be available digitally.

ADJOURNMENT

PJ Patel made a motion to adjourn the meeting, seconded by David Foster, the motion carried unanimously. The meeting ended at 10:01 AM.

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

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Kevin Brown, Chairman

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Wendy Bryan, Executive Director for Sanford TDA