



## **Carrboro Tourism Development Authority**

MINUTES of the January 4, 2021 via Zoom

MEMBERS PRESENT: Chair Donald Strickland and Dan Mayer

STAFF PRESENT: Jon Hartman-Brown, Staff Liaison; Cary McNallan, Town Finance Department

OTHERS PRESENT:

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Chair Strickland called the meeting to order at 3:00pm.

**1. Consider Minutes from the December 7, 2020 meeting**

The Board approved the minutes as presented with motion by Chair Strickland, second by Mr. Mayer.

**2. Financial Report Update**

Mr. McNallan presented the financial report to the Board. The Board discussed the need to make cuts to the budget in order to meet expected revenues. Mr. McNallan provided some line-item suggestions for budget reductions based on current annual expenditures and liabilities. Chair Strickland made a motion to cut \$19,738.92 from line-item 50 504632 and \$3,040.08 from line-item 50 504633 and to decrease \$22,779 in revenues from line-item 50 423600. Mr. Mayer seconded the motion, with a unanimous approval. The Board went on to discuss opportunities to partner with other community and tourism organization in order to help save funds.

**3. Discussion on Marketing and Advertising Plan for 2021**

The Board determined that Facebook, Instagram, and Trip Advisor were the three areas that the Board were interested in focusing on. The Board, being concerned about their ability to achieve their objectives with reductions in revenue, questioned the capacity to utilize Town Staff as a way to help manage the Visit Carrboro website and social media management temporarily until these services could be contracted. The Board discussed organizations and ways in which they can partner with other community organizations in order to achieve their objectives while reducing expenditures.

The Board determine three priorities of focus for their 2021 Marketing Workplan. These included: front-end website management, to amplify existing content through social media and website channels, and to create more digital content featuring unique, local businesses which

are tourism related towards the end of the calendar year.

**4. Social Media Management RFP**

The Board determined it would be best to broaden the Social Media Management RFP to a Marketing Management RFP which would include website management. The Board tabled the issuance of the RFP until such time as the Board is in a better financial position to pay for these services.

**5. Other Business**

There was no other business to discuss.

The meeting adjourned at 4:07pm.