



Carrboro Tourism Development Authority

MINUTES of the May 3, 2021 via Zoom

MEMBERS PRESENT: Chair Donald Strickland and Dan Mayer

STAFF PRESENT: Cary McNallan, Finance Department

OTHERS PRESENT:

Chair Strickland called the meeting to order at 4:00 pm.

1. Consider Minutes from the April 5, 2021 meeting

Chair Strickland made a motion to approve the minutes as presented, seconded by Mr. Mayer with unanimous approval.

2. Financial Report

Mr. McNallan presented the financial report to the Board.

3. Staff Report

The Board tabled this item until the June meeting.

4. 2021-2022 Budget

Mr. McNallan presented the budget to the Board with the changes that had been previously requested. Mr. McNallan also mentioned that there might be an opportunity to offset some of the lost revenue with American Recover Plan Act funds. Chair Strickland made a motion to approve the budget as presented, seconded by Mr. Mayer with unanimous approval.

5. Racial Diversity Discussion

The Board discussed opportunities to better incorporate racial diversity into the Board's activities. Some of these activities may include filling the current vacant seat on the Board with someone of diverse race, encourage racial diversity in event applications, and incorporate more diversity on the Visit Carrboro website and social media channels.

6. OCCH Visitor's Bureau Partnership Discussion

The Board discussed opportunities to partner with the Orange County/Chapel Hill Visitor's Bureau efforts to help find staffing for businesses in the tourism and hospitality industry and

challenges or some businesses coming back while others continue to struggle.

7. Other Business

Chair Strickland is going to check with Mr. Hartman-Brown regarding finding volunteer photographers to take photos for Pride month in June.

The meeting adjourned at 4:16 pm.