



Carrboro Tourism Development Authority

MINUTES of the June 3, 2019

MEMBERS PRESENT: Chairman Donald Strickland and Dan Mayer

STAFF PRESENT: Arche McAdoo, Finance Director and Annette Stone, Staff Liaison

OTHERS PRESENT: Aaron Nelson, Katie Loovis and Molly Vaughn

1. Consider Minutes of the May 6, 2019 Meeting

There was a motion by Mayer and seconded by Strickland to approve the May 6, 2019 meeting minutes. Motion carried.

2. Report from the Finance Director

The Finance Director provided the TDA members with a copy of a resolution awarding the independent audit contract to Dixon Hughes Goodman LLP. He stated the Donald Coble, Assistant Finance Director, will be managing the contract. There was a motion by Strickland and seconded by Mayer to approve the resolution. Motion carried.

3. Consider adopting the FY 19-20 Annual Budget

The Finance Director presented the draft FY 19-20 Annual Budget to the TDA for their consideration. The Finance Officer stated the budget reflected an unrestricted fund balance of \$262,281 as of June 30, 2018. There was a motion by Strickland and seconded by Mayer to adopt the FY19-20 Budget as presented. Motion carried.

4. Consider application from the Carrboro Farmer's Market for Tomato Day

Molly Vaughn, Manager for the Carrboro Farmer's Market was on hand to discuss the Tomato Day application. Ms. Vaughn stated this was long standing very popular event for the Farmer's Market with an estimated 5000 people in attendance. The event draws visitors from across the state. The applicant was asking for support from the TDA to assist with promotion and marketing of the event. The TDA members asked the applicant to reach out to the Hampton Inn and Suites and the Arts Center to offer discounts to Tomato Day visitors. They also suggested the Market reach out to Terra Vita for cross promotional opportunities. There was a motion by Strickland seconded by Mayer to approve the application in the amount of \$1,300. Motion carried.

5. Discussion with staff of the Carrboro Business Alliance

Aaron Nelson, Chamber President and Katie Loovis, Vice-President and staff liaison to the Carrboro Business Alliance were on hand to discuss opportunities for collaboration between the Tourism Development Authority and the Carrboro Business Alliance. It was stated both organizations mission include promoting business for Carrboro and there should be ways to synergy those efforts. Some of the projects that TDA has been working toward are creation of a website and the need for content creation when the website is complete. The TDA scheduled a special called meeting to be held June 24, 2019 to further discuss implementation strategies.

The meeting was adjourned at 4:45 p.m.