



## **Carrboro Tourism Development Authority**

### MINUTES

Members Presents: Donald Strickland, Chair and Dan Mayer. Also Present Finance Director Arche McAdoo and Staff Liaison Annette Stone

March 4, 2019

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**1. Consider Minutes of the February 4, 2019 Meeting**

There was a motion by Mayer seconded by Strickland to approve the minutes of the February 4, 2019 meeting. Motion carried.

**2. Finance Director's Report**

The Finance Director presented the FY 2018-19 Budget Status Report as of March 4, 2019 (Attachment 1).

**3. Discussion on Budgeting Priorities and Job Description for a Marketing Assistant**

The Finance Director discussed the need to for funding Town signature events more fully. The TDA members stated they would like to see a formal ask for funding from the Town. There was a motion by Mayer and seconded by Strickland to request the Recs and Parks staff to make a presentation and report on Town events request for funding. The TDA then reviewed previous year's budgets and discussed funding priorities.

The discussion then turned to a proposed staff person to be funded by the TDA. The TDA reviewed a job description for a Creative Content/Communications Technician. The TDA made several recommendations including adding overall promotion of tourism business and arts for job duties, requiring the person to have knowledge in the travel, tourism and/or hospitality business and a BA was preferred. The Finance Director pointed out there should be metrics for performance standards. Some possible metrics would be number visits to the website, social media interactions, blog post per month, etc. McAdoo also stated there would need to a be an MOU developed with the Town.

**4. Other Business**

There being on other business the meeting was adjourned at 4:00 p.m.

**Carrboro Toursim Development Authorirty**  
**FY 2018-19 Budget Status Report**  
**4-Mar-19**

<u>OBJ</u>	<u>ACCOUNT DESCRIPTION</u>	<u>ORIGINAL APPROP</u>	<u>ADJSMTS</u>	<u>REVISED BUDGET</u>	<u>YTD ACTUAL</u>	<u>ENCUMB</u>	<u>AVAILABLE BUDGET</u>	<u>% USED</u>
432600	HOTEL/MOTEL OCCUPANCY TAX	\$ 170,170.00	\$ -	\$ 170,170.00	\$ 88,463.26	\$ -	\$ 81,706.74	48.0%
450000	FUND BALANCE APPROPRIATED	\$ -	\$ 53,000.00	\$ 53,000.00	\$ -	\$ -	\$ 53,000.00	100.0%
<b>TOTAL REVENUES</b>		<b>\$ 170,170.00</b>	<b>\$ 53,000.00</b>	<b>\$ 223,170.00</b>	<b>\$ 88,463.26</b>	<b>\$ -</b>	<b>\$ 134,706.74</b>	<b>60.4%</b>
501604	GENERAL & ADMINISTRATIVE	\$ 22,164.00	\$ -	\$ 22,164.00	\$ 2,153.41	\$ -	\$ 20,010.59	90.3%
502600	ADVERTISING	\$ 32,056.00	\$ -	\$ 32,056.00	\$ 1,159.33	\$ -	\$ 30,896.67	96.4%
502700	WAY FINDING	\$ -	\$ 53,000.00	\$ 53,000.00	\$ -	\$ -	\$ 53,000.00	100.0%
504630	300 E MAIN PARKING	\$ 45,000.00	\$ -	\$ 45,000.00	\$ 22,500.00	\$ -	\$ 22,500.00	50.0%
504632	MUSIC FESTIVAL CTDA	\$ 12,000.00	\$ -	\$ 12,000.00	\$ 12,000.00	\$ -	\$ -	0.0%
504633	POETRY CTDA	\$ 4,750.00	\$ (750.00)	\$ 4,000.00	\$ 4,000.00	\$ -	\$ -	0.0%
504634	FILM CTDA	\$ 9,200.00	\$ (2,000.00)	\$ 7,200.00	\$ 7,200.00	\$ -	\$ -	0.0%
504635	FREIGHT TRAIN BLUES CTDA	\$ 12,000.00	\$ (3,000.00)	\$ 9,000.00	\$ -	\$ -	\$ 9,000.00	100.0%
504703	COMMUNITY EVENTS	\$ 33,000.00	\$ -	\$ 33,000.00	\$ 4,500.00	\$ 5,000.00	\$ 23,500.00	71.2%
	UNEXPENDED RESERVES		\$ 5,750.00	\$ 5,750.00	\$ -	\$ -	\$ 5,750.00	100.0%
505300	DUES AND SUBSCRIPTION	\$ -	\$ -	\$ -	\$ 583.00	\$ -	\$ (583.00)	N/A
<b>TOTAL EXPENSES</b>		<b>\$ 170,170.00</b>	<b>\$ 53,000.00</b>	<b>\$ 223,170.00</b>	<b>\$ 54,095.74</b>	<b>\$ 5,000.00</b>	<b>\$ 164,074.26</b>	<b>73.5%</b>
<b>REVENUES OVER (UNDER) EXPENSES</b>		<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 34,367.52</b>	<b>\$ (5,000.00)</b>	<b>\$ (29,367.52)</b>	
		\$ -	\$ -	\$ -	\$ 34,367.52	\$ (5,000.00)	\$ (29,367.52)	8.90