



Carrboro Tourism Development Authority

MINUTES of the July 17, 2019 Special Called Meeting

MEMBERS PRESENT: Chairman Donald Strickland, Dan Mayer, and Wendy Smith

STAFF PRESENT: Annette Stone, Staff Liaison

OTHERS PRESENT: Katie Loovis

Chairman Donald Strickland began the meeting by stating the purpose for the special called meeting. At the TDA's June 3rd meeting, the CBA approached the TDA about collaboration opportunities. He stated he wanted to come out of the meeting with priorities and some action items for moving forward on the projects that the TDA has been working toward. Strickland said the purpose of the TDA was to drive room nights at the through travel and tourism and grow revenues. He then said the TDA should consider this when funding events.

Dan Mayer stated he agreed a priority was to drive room stays, but ultimately the hotel tax is an economic development tool for improving the quality of life in the community. Also to bring visitors to the area, overnight and day trippers was an important element. Mayer, then asked what the CBA can do to help that they are not already doing.

The conversation then centered on the need for project management to developing a website and content creation for the TDA. There was a conversation about how to measure success and exactly what the goals of they were trying to achieve. TDA Chair asked Ms. Stone to reach out to the CBA for a proposal on providing project management for several projects including website development, on-going content creation, and possible video production for a new It's Carrboro video. The Chair also asked that an agenda item for the August 5, 2019 to discuss measurable goals for the TDA.

The meeting adjourned at 4:30 p.m.

