



## **Carrboro Tourism Development Authority**

MINUTES of the October 4, 2021 via Zoom

MEMBERS PRESENT: Chair Donald Strickland and Dan Mayer (left the meeting at 3:45pm)

STAFF PRESENT: Jon Hartman-Brown, Economic Development; Cary McNallan, Finance Department

OTHERS PRESENT: Bridget Pemberton-Smith

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

**1. Consider Minutes from the September 13, 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 financials to the Board. He stated that since the Music Festival was canceled, there is estimated to be \$3,600 in non-refundable expenses that would have to be paid out. Mr. McNallan also recommended the Board place the remaining unspent funds from the Music Festival back into Fund Balance.

**3. Staff Report**

Mr. Hartman-Brown presented the staff report to the Board and mentioned that at that time there were plans to meet virtually. Mr. Hartman-Brown also summarized the social media report for the Visit Carrboro social media channels.

**4. Final Board Goals & Objectives for FY2022**

The Board reviewed the goals and objectives and made the following requests: change goals to priority focus areas, find ways to draw visitors from gateway areas, identify and develop tourism assets that promote diversity and accessibility, continue website and social media promotion. The Board also requested that they work with other Town Departments to help achieve their goals and incorporate agrotourism promotion throughout all components of promotion.

**5. Draft Comprehensive Plan Review**

Mr. Hartman-Brown identified specific areas of the plan that may be of significance for the Board. Mr. Mayer (who serves on the Comprehensive Plan Taskforce) mentioned that developing a sense of place was an important discussion with the Taskforce. Mr. Hartman-Brown requested the Board members to provide any additional comments to him by the end of the week.

**6. Other Business**

Ms. Pemberton-Smith provided a short presentation to the Board about a grant proposal that the Carrboro Business Alliance may be submitting before the November meeting.

The meeting adjourned at 3:46 pm.