



## **Carrboro Tourism Development Authority**

### MINUTES

Members present included Erin Jobe and Donald Strickland. Staff liaison present Annette Stone and Finance Director Arche McAdoo.

January 7, 2019

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**1. Consider Minutes of the November 5, 2018**

There was a motion by Donald Strickland and seconded by Erin Jobe to approve the minutes of the November 5, 2018 meeting. Motion carried.

**2. Finance Director's Report – Presentation of the Annual Audit**

The Finance Director presented the audit to the TDA members. He stated it was a clean audit with no significant findings. He did point out there was a concern by the auditors about the balance of expenditures between the 1/3 infrastructure allowance and 2/3 marketing and promotion. He further stated this may be resolved in next year's budget by allocating more of the budget to town festivals and events.

**3. Discussion of Marketing Assistant**

Staff Liaison Annette Stone reported to the TDA that she had briefly discussed the TDA's desire for a dedicated staff person to assist with content creation including video, website management, and general promotion of places to eat, shop and dine in Carrboro. The TDA would want to see a possible salary and job description by the March TDA budget meeting.

**4. Other Business**

There was a general discussion regarding reappointments. Erin Jobe stated that she did not live or work in Carrboro any longer and felt it would be appropriate for someone else to serve in her position.

The meeting was adjourned at 3:45 p.m.