



## Carrboro Tourism Development Authority

### MINUTES

MEMBERS PRESENT: Donald Strickland and Dan Mayer

STAFF PRESENT: Arche McAdoo, Finance Director; Annette Stone, Staff Liaison; Charles Harrington, Recs and Parks staff

April 1, 2019

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

There was a motion by Mayer and seconded by Strickland to approve the March 4, 2019 meeting minutes. Motion Carried.

**2. Finance Director's Report**

The Finance Director held his report till after the presentation by the town staff.

**3. Reports and Funding Request from the Town of Carrboro for Signature Events**

Charles Harrington presented applications for the Film Fest, Music Fest, West End Poetry Festival and the Freight Train Blues Music Series. This year the Town is asking the TDA to fully fund all these festivals. Offsetting funds can be used for parking and other infrastructure that the TDA is unable to pay for. The total request from the Town is \$91,900 (Attachments 1 – 4)

**4. Budget Work session for FY 19-20**

The TDA then discussed the proposed budget for FY 19-20. The Finance Director presented a proposed budget that included fully funding the Town's special events. The TDA then discussed adding \$50,000 in the budget as a set aside for implementation of the wayfinding signage and \$19,000 for other community events. There will be a public hearing on the proposed budget at the May 6, 2019 (Attachment 5). There was a motion by Strickland and seconded by Dan to make changes to the Finance Director's proposed budget with changes as discussed and additional revenue adjustments. Motion Carried.

**5. Other Business**

Staff liaison Annette Stone introduced a proposal to hire a consultant to assist with developing a new website and creating content for web and social media postings (Attachment 6). There was a motion by Mayer and seconded by Strickland to engage Andrea Cash as a Project Manager for a fee of \$2,220 beginning as soon as May 1, 2019. Motion carried. There was also a discussion to purchase new banners using the design from the new wayfinding system. There was a

motion by Strickland seconded by Mayer to approve up to \$3500 for the purchase of new street banners. Motion carried.

Finally, there was a discussion on the upcoming presentation before the Board of Aldermen. Staff will make final tweaks to the presentation and circulate for the TDA to review.

Meeting adjourned at 4:30 p.m.