



Carrboro Tourism Development Authority

MINUTES

MEMBERS PRESENT: Chairman Donald Strickland and Wendy Smith

STAFF PRESENT: Annette Stone, Staff Liaison

August 5, 2019

1. Consider Minutes of the June 3, 2019 and July 17, 2019 Meetings
The minutes for the June 3 and July 17 meetings were tabled till October since new member Wendy Smith was not present for those meetings.
2. Consider funding request for Wild and Scenic Film Fest
Staff presented the application saying this was a second year for this event. The request is for \$500 to sponsor the film fest. There was a motion by Strickland and seconded by Smith to approve the request for funding in the amount of \$500. Motion carried.
3. Consider funding request for Terra Vita Food and Wine Festival
Staff presented the item saying this was the fifth year this event has been held on Town Commons. This is the 10th anniversary of Terra Vita over all. The event gets exceptional exposure in the Southeast and is recognized as a premier event. The funding request is for \$5000. There was a motion by Smith and seconded by Strickland to hold the event to the current funding level of \$4000. Motion carried.
4. Discuss TDA measurable goals for success
The Chairman discussed his vision for goals for success for the TDA. He listed the following items;
 - a) Increase and help drive room revenue for hotels within the Town of Carrboro. This priority of the CTDA not only benefits local hotels but it also helps to grow the budget for the CTDA.
 - b) Encourage new tourism related events and tourism related expenditures by having creating a clearer way for the town to know the CTDA's function, where to find applications and request funding, and know that we encourage new events in the town.

c) Complete all advertising priorities as listed in the Tourism Annual Report by partnering with the CBA.

d) Create a better line of communication about what events are going on in the town and other tourism related activities so they can be easily found by visitors and locals.

These are draft goals and will be discussed farther at the October meeting when the full board is present.

Staff reported that she had reached out to the Town's IT Director for assistance in developing a new/better web presence for the TDA. There was a continued desire to collaborate with the CBA on creating content for social media and other outreach. Also, staff is meeting with Visitor Bureau and Hillsborough staff to consider development of a mobile app that can be used for themed tours throughout the County. Updates will be provided in October.

The meeting adjourned at 4:00 p.m.