



FISCAL YEAR 2020-2021
MINUTES



Draft Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, June 23, 2020
3:00 pm.

Board Present

Lois Deloatch	Craig Spitzer	Patrick L. Byker
Aubrey Zinaich	Javiera Caballero	Caesar Swift
Ron Hunter	Michael Page	Jonathan Stewart
Brenda Howerton		Daniel Edwards

Staff Present

Susan Amey	Cara Rousseau	Parmod Chandna
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At 3:05 pm, Chair Lois Deloatch called the meeting to order. The Board took the following actions:

- Approved minutes of the May 26, 2020 meeting.
- Approved the Financial Status Report for May 2020.
- Approved the 2021-24 Strategic Blueprint.
- Approved the FY21 annual budget.
- Approved three updated policies:
 - Financial
 - Purchasing
 - Internal Control

The meeting adjourned at approximately 4:45 pm.

Respectfully Submitted,
Aubrey Zinaich, Secretary/Treasurer

DISCOVER DURHAM
212 W Main Street, Suite 101
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Minutes

Discover Durham
Tourism Development Authority

NO MEETING IN JULY



Draft Minutes

Discover Durham
Tourism Development Authority Meeting
August 25, 2020
3:00 pm.

Board Present		
Lois Deloatch	Craig Spitzer	Patrick L. Byker
Aubrey Zinaich	Javiera Caballero	Caesar Swift
Ron Hunter	Michael Page	Jonathan Stewart
Brenda Howerton		Daniel Edwards

Staff Present		
Susan Amey	Cara Rousseau	Parmod Chandna

At 3:05 pm Chair Aubrey Zinaich called the meeting to order. The board took the following actions:

- Voted to approve the minutes from the June 23, 2020 meeting.
- Voted to approve the unaudited financial statements for July 19-June 20.
- Voted to approve the Financial Status Report as of July 30, 2020.
- Revised revenue projections for FY21 were presented to the board. While staff now projects FY21 revenue may be lower than budget by more than \$450k based on national trends and local lodging performance data, they did not recommend a budget amendment at this time. They will continue to monitor results and determine if or when an amendment should be put forward. The board voted to approve the revised projection.
- Discussed recruitment of prospective board members for the full-service lodging seat. The board instructed staff to recommend Tom Lubbe with the Doubletree by Hilton Raleigh-Durham for the position.
- Discussed recruitment for two other seats that will open this fall, both appointed by the county. Susan Amey will send the board the list of individuals identified earlier for the Destination Master Plan steering committee, and board members were encouraged to send Susan any recommendations they have for the two seats. Staff will proceed with inviting interested and qualified applicants to apply, with the expectation that applicants will be considered at the September meeting.

The meeting was adjourned at 4:31 pm.

Respectfully Submitted,

Caesar Swift, Secretary/Treasurer

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Draft Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, September 22, 2020,
3:00 p.m.

Board Present		
Lois Deloatch	Craig Spitzer	Patrick L. Byker
Aubrey Zinaich	Javiera Caballero	Caesar Swift
Ron Hunter	Michael Page	Jonathan Stewart
Daniel Edwards	Brenda Howerton	

Staff Present			
Susan Amey	Cara Rousseau	Parmod Chandna	

At 3:05 p.m. Chair Aubrey Zinaich called the meeting to order. Several board members had difficulty entering the zoom meeting due to conflicting meeting notices. Staff will clean up the zoom invitations before the October meeting.

The Board took the following actions:

- Approved the minutes of August 25th meeting
- Approved the audit as presented by Jay Sharpe of Sharpe Patel, PLLC
- Approved the financial status report for August 2020

The staff and board discussed current trends in lodging performance and the slower-than-anticipated recovery in revenue. The staff plans to present a budget amendment at the October meeting reflecting revisions to revenue and expense forecasts.

After reviewing applications received for the Citizen-at-large board seat, the board approved Barry Van Deman to be recommended to the Board of County Commissioners for appointment.

After reviewing applications received for the board seat representing retail or transportation (being vacated by Jonathan Stewart, who is planning to move outside of Durham), the board approved Jennings Brody to be recommended to the Board of County Commissioners to fulfill the remaining two years of his term.

The meeting was adjourned at 4:27 p.m.

Respectfully Submitted,

Caesar Swift, Secretary/Treasurer

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Draft Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, October 27, 2020
3:00 pm.

Board Present

Lois Deloatch	Craig Spitzer	Patrick L. Byker
Aubrey Zinaich	Javiera Caballero	Caesar Swift
Ron Hunter	Michael Page	Jonathan Stewart
Brenda Howerton	Barry VanDeman	Jennings Brody
Tom Lubbe		

Staff Present

Susan Amey	Cara Rousseau	Parmod Chandna
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At 3:02 p.m. Chair Aubrey Zinaich called the meeting to order. The Board took the following actions:

- Welcomed new board members Jennings Brody, Tom Lubbe and Barry VanDeman.
- Approved the minutes of the September 22 meeting.
- Susan Amey introduced Marcus Manning, new Executive Director of the Durham Sports Commission.
- Approved the Financial Status report as of 9/30/20.
- Staff presented a proposed budget amendment, including a reduced FY21 revenue forecast and cost savings/expense reductions identified by staff. The Board voted to approve this amendment.
- Reviewed, discussed and accepted the President's Progress Report.
- Retiring board members Patrick Byker, Craig Spitzer, and Jonathan Stewart were recognized and thanked for their service.
- Immediate Past Chair Lois Deloatch made a motion "to move to Executive Session as permitted by GS143-318:11(a) to consider the annual performance review of an individual public officer." Staff members left the call. Susan Amey returned to the meeting once summoned by Chair Aubrey Zinaich for the board to deliver their review of her performance.
- The Board reported that they conducted their annual review of the CEO; they conferred a rating of 4.5 (frequently exceeds expectations), but elected not to award a bonus or pay increase at this time since the organization is currently funding its operations through appropriations from its fund balance.

The meeting ended with the Executive Session and was adjourned at 4:57 p.m.

Respectfully Submitted,
Caesar Swift, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority

NO MEETING IN NOVEMBER



Draft Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, December 1, 2020,
3:00 p.m.

Board Present		
Aubrey Zinaich	Lois Deloatch	Brenda Howerton
Barry Van Deman	Javiera Caballero	Caesar Swift
Ron Hunter	Jennings Brody	Daniel Edwards

Staff Present			
Susan Amey	Cara Rousseau	Parmod Chandna	Paola R. Roland (City of Durham)

I. Call to Order

At 3:02PM p.m. Chair Aubrey Zinaich called the meeting to order. A welcome was provided.

II. Old Business

The Board took the following action:

A. Approved the October 27, 2020 minutes.

III. New Business

The Board took the following action:

A. Approved the financial status report as of October 31, 2020.

- B. The staff and board reviewed the proposed budget amendment and courses of action presented by Susan Amey. Multiple scenarios were presented to include reduced FY21 revenue due to the negative implications of Covid-19. The staff plans to present a budget amendment at the January meeting reflective of the presented scenarios. The board asked to receive additional information on staffing cuts and furloughs.
- C. Susan gave updates on the Recovery and Renewal Taskforce and proposals for economic investments for the City of Durham's festivals and events. She included updates on Durham Delivers, the Durham Sports Commission and showed graphics of the Rediscover Durham fall campaign.
- D. There was discussion on the sunset of HB142 and the risks of potential NC legislative responses to antidiscrimination ordinances that may be introduced by individual local governments. NC tourism officials do not believe the measures are likely to produce a backlash at the state level similar to the HB2 debacle that would affect the travel and tourism community.

IV. Other Business

- A. Susan reiterated the budget amendment will be presented at the January 2021 meeting along with updated goals.

The meeting was adjourned at approximately 4:23 p.m.

Respectfully submitted,

Paola R. Roland, Assistant City Clerk

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Draft Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, January 26, 2021,
3:00 p.m.

Board Present		
Lois Deloatch	Barry Van Deman	Jennings Brody
Aubrey Zinaich	Wendy Jacobs	Caesar Swift
Ron Hunter	Michael Page	Daniel Edwards
Tom Lubbe		

Staff Present			
Susan Amey	Cara Rousseau	Parmod Chandna	

Chair Aubrey Zinaich called the meeting to order at 3:13 pm, delayed after some members had difficulty gaining access to the meeting and a group of zoom bombers interrupted, despite additional security measures having been put in place. Staff will work on changes to make it easier for board members, and harder for the zoomers, to access the next meeting.

The board approved the minutes of the Dec. 1, 2020 meeting.

The board approved the November and December 2020 financial statements.

The board approved the proposed budget amendment.

Susan presented her recommendation for 2021-22 CEO goals. These were approved with one revision; in goal four, the verb “explore” was changed to “research and recommend” to more explicitly state the expected deliverable: “Research and recommend a data-based plan for digital evolution -- or transformation -- of Durham tourism promotion in partnership with Durham’s lodging community.”

The group discussed the Discover Durham team's initial thoughts on the role it should play in Durham hospitality workforce recovery. Susan explained a number of potential issues that may arise. Feedback gathered from some board and former board members, as well as industry peers, indicates that there may well be some bumps in the road as business strive to ramp back up. The board approved of further exploration as a component of the first goal, related to supporting Durham's recovery, and the team will define more concrete needs and deliverables as those insights have been uncovered. In addition to our anticipated outreach to Durham Tech and NCCU, the board suggested Step Up as prospective partner, and recommended linking with DTCC's Back to Work initiative. Being able to offer certifications to returning hospitality workers could be a good opportunity, but getting the time and cost funded by employers may well be a challenge.

Similar to the workforce recovery exploration, Susan and Discover Durham will be researching potential opportunities for the better use of data insights in fulfilling our mission for the fourth goal, and will define a goal with more specific deliverables and timelines later in the spring based on what we learn.

The meeting was adjourned at approximately 4:43 pm.

Respectfully Submitted,

Caesar Swift, Secretary/Treasurer

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Draft Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, February 23, 2021
3:00 pm.

Board Present

Lois Deloatch	Daniel Edwards	Tom Lubbe
Aubrey Zinaich	Javiera Caballero	Caesar Swift
Ron Hunter	Michael Page	Jennings Brody
Barry VanDeman		

Staff Present

Susan Amey	Cara Rousseau	Parmod Chandna
Marcus Manning	Alyssa Duke	

Chair Aubrey Zinaich called the meeting to order at 3:01 pm.

The board approved the financials for January, 2021.

Marcus Manning, Executive Director of the Durham Sports Commission, provided an overview of the DSC's current priorities and an update on the facilities recommendation made by the SFA consulting firm.

Susan presented the revenue forecast assumptions the staff proposes to use in planning for FY22, which call for a 15% increase in revenue for Q1 vs. prior year, 30% for Q2, 45% for Q3, and 60% for Q4. Overall, that will yield a 40% increase in revenue for FY22 vs. FY21. The board approved this as a basis for planning. Caesar Swift noted that this forecast seems reasonable for downtown properties, but suburban ones may see larger increases.

The meeting was adjourned at approximately 4:25 pm.

Respectfully Submitted,
Caesar Swift, Secretary/Treasurer



Draft Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, March 23, 2021,
3:00 p.m.

Board Present		
Lois Deloatch	Barry Van Deman	Tom Lubbe
Aubrey Zinaich	Javiera Caballero	Caesar Swift
Ron Hunter	Michael Page	Daniel Edwards
Jennings Brody	Wendy Jacobs	

Staff Present		
Susan Amey	Cara Rousseau	Parmod Chandna

Chair Aubrey Zinaich called the meeting to order at 3:01 pm.

The board approved the minutes of the February meeting and the financial report for February. It was noted that Wendy's absence in February should be marked as "excused."

Susan Amey noted that at the staff's recommendation, the board in January approved setting aside \$200k from the fund balance to be used at the appropriate time for start-up sales and marketing campaign activities as market conditions warrant. With positive indicators of consumers' willingness to travel, and increasing tourism marketing from other destinations, the staff would like to employ \$75k of the funds for a spring Rediscover Durham campaign. The board made a motion, seconded, and approved this. The campaign is due to begin in mid-late April. The remaining portion of the \$200k will be used in FY22.

The next planned budget amendment for FY21 will be submitted to the board for approval in May and will capture the approval of funds for the campaign, in addition to other needed changes.

The staff will provide information on participating in the Destination Workshop training scheduled for April 20. Board members are welcome to attend and to share the information with others who may be interested.

The board and staff discussed the American Recovery Act funding that will be received by the city and county, which will allow for significant flexibility in how it can be used. DD will be submitting proposals for funding consideration to the Recovery & Renewal Task Force for several projects listed in the board report.

The meeting was adjourned at 3:59 pm.

Caesar Swift, Secretary/Treasurer

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Draft Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, April 27, 2021
3:00 p.m.

Board Present		
Lois Deloatch	Wendy Jacobs	Daniel Edwards
Aubrey Zinaich	Javiera Caballero	Caesar Swift
Ron Hunter	Michael Page	Jennings Brody
Barry Van Deman	Tom Lubbe	

Staff Present		
Susan Amey	Cara Rousseau	Parmod Chandna

Chair Aubrey Zinaich called the meeting to order at 3:04 pm.

Susan Amey mentioned the Destination Durham Workshop offered the previous week that some members of the board were able to attend. She'll send out links for the recording and presentation.

The TDA approved the minutes from the March, 2021 meeting.
The TDA approved the Financial Status Report as of March 31, 2021.

The board reviewed the FY22 budget draft presented by staff. Susan explained this is a first draft and will be adjusted prior to presenting a completed budget at the May meeting based on additional planning and any feedback received from the board. The board did not suggest any changes and agreed with assumptions made about the FY22 forecast.

Board members had several comments, questions, or suggestions related to the economic development and recovery initiatives discussed, including:

- W. Jacobs asked for information on what the total square footage available for conventions would be with all four venues proposed for the convention complex added together. Susan will follow up with that information.
- Board members generally agreed that they would be willing to jointly sign a letter of endorsement in support of Discover Durham receiving an award of ARPA funds from local government to support the Rediscover Durham campaign. Susan will follow up with each member to verify their willingness to be included.
- W. Jacobs: consider information included in the Bruce Katz presentation sent out after the DDI meeting as supporting information for the Rediscover Durham proposal.
- J. Brody: Step Up program participants may be a good target for the Hospitality Workforce recruitment initiative.
- W. Jacobs: be sure to ask for endorsement of these proposals from the economic development forum group being assembled.

L. Deloatch advised care in planning for the return to the office; there may be a number of concerns and considerations employees will have. Susan responded that the staff has developed a multi-page plan for returning to the office and ramping back up and has circulated it with our staff and leadership team for discussion and feedback. We'll continue to monitor our progress and adjust as we learn.

J. Caballero requested a question be added to the survey the staff will send TDA members about when it would be appropriate to meet in person. The additional question should ask whether board members have been vaccinated.

The meeting was adjourned at 4:15 pm.

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Draft Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, May 25, 2021,
3:00 p.m.

Board Present		
Lois Deloatch	Daniel Edwards	Tom Lubbe
Aubrey Zinaich	Wendy Jacobs	Caesar Swift
Ron Hunter	Michael Page	Barry Van Deman

Staff Present		
Susan Amey	Cara Rousseau	Parmod Chandna

At 3:01 p.m. Chair, Aubrey Zinaich called the meeting to order. The Board took the following actions:

- Approved the minutes of the April meeting
- Reviewed and approved the April, 2021 financial status report
 - YTD deficit is less than projected earlier, by 40%
- Reviewed and approved the FY21 budget amendment
 - Wendy commented that she is pleased to see staff bonuses given our strong community work
 - Aubrey asked about the 150 funds that we are still holding on our balance sheet; these are for completion of the Durham anthem, which is currently being wrapped up.
- Blueprint highlight review:
 - Workforce development conversation
 - Wendy stated that the racial equity piece is important for this work and supporting the proposals
 - Lois noted that many are leaving the industry because of work conditions and to pursue education or new careers

- Michael shared that he worked in hospitality through college and noted it would be helpful to train servers on customer service at the job fairs if possible
 - Ron expressed opportunity to inspire workers to enter the hospitality sector
- Staff will send the complete, updated Blueprint to the board around 6/11 for review; the board will be asked to approve it at the June meeting.
- Next year's budget reviewed. Board did not request any changes. The board will be asked to approve the budget at next month's meeting.
 - Staff is also preparing a prioritization of additional desired expenditures if more revenue is available in FY22, which would be used for future budget amendment requests if appropriate. Lois asked about those priorities; Susan said expanded tourism marketing, expansion of sales and convention services efforts, and additional staff training will be among our top priorities.
- FY22 officer slate recommendations approved: Aubrey Zinaich, chair; Ron Hunter, vice-chair; Barry Van Deman, secretary/treasurer, Lois Deloatch, immediate past president
- The June meeting will be held in person, with a virtual option for those who'd prefer to participate via zoom. Aubrey will contact board members directly to find out their preferences and the meeting will be planned accordingly. (If a large majority wish to meet in person we'll select a larger space than the DD conference room.)

The meeting was adjourned at approximately 4:19 p.m.

Respectfully Submitted,

Caesar Swift, Secretary/Treasurer

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Draft Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, June 22, 2021,
3:00 p.m.

Board Present

Aubrey Zinaich	Lois Deloatch	Jennings Brody
Ron Hunter	Barry Van Deman	Wendy Jacobs
Javiera Caballero	Daniel Edwards	Tom Lubbe

Staff Present

Susan Amey	Cara Rousseau	Parmod Chandna	
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At 3:07 p.m. Chair Aubrey Zinaich called the meeting to order. The Board took the following actions:

- Approved the minutes of the May 2021 meeting
- Reviewed and approved the May 2021 financial status report
- Reviewed and approved the FY21 final budget amendment
- Reviewed and approved the FY22 budget
 - Discussion and approval for COLA increase across the board to staff salaries of 2% (vs 1% previously included in budget)
- Susan explained changes the staff will propose for financial signing authority and internal controls that will be presented in more detail at the August TDA meeting
 - Secretary/Treasurer will still approve all purchases over \$10,000, but there's no practical use for all officers to be signatories with the banks.
 - Additional controls put in place with banks.
 - Changes in use of outside accounting services firm.
 - Consulted an external accountant on suggested changes.
- Blueprint discussion and approval of FY22 Strategic Blueprint update
 - Discussion about creative ways Discover Durham has supported festival and event owners coming out of the pandemic.
 - Messaging around vaccination and connecting festival and small business owners to resources for conducting vaccinations (research into vaccine equity work Curamericas is doing)
 - Striking the importance of connecting community under the Marketing & Partnerships section.
- President's report highlights

- o Three economic recovery proposals funded by the City/County
- o Food & Beverage Job Fair on July 13
- o Desire to extend invitation to Marcus Manning to August TDA meeting to update on DSC activities
 - Opportunity to strengthen the relationship between DSC and local community groups
- o Reviewed key metrics for lodging and discussed overall trends
- Reminder: there is no meeting in July.

The meeting was adjourned at approximately 4:25 p.m.

Respectfully submitted,

Caesar Swift
Secretary/Treasurer

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