



FISCAL YEAR 2019-2020
MINUTES



MINUTES

DISCOVER DURHAM
TOURISM DEVELOPMENT AUTHORITY MEETING

NO MEETING IN JULY



MINUTES

DISCOVER DURHAM
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, AUGUST 27, 2019, 3:00 PM

BOARD PRESENT

Patrick Byker
Aubrey Zinaich
Ron Hunter

Monica Edwards
Craig Spitzer
Caesar Swift
Javiera Caballero

Seth Jernigan
Lois Deloatch

STAFF PRESENT

Shelly Green

Parmod Chandna

Susan Amey

E'Vonne Coleman

At 3:03 p.m. Chair Lois Deloatch called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the June 25, 2019 meeting.
- Voted to approve the financial status reports as of June 30, 2019, and July 31, 2019.
- Reviewed financial policies in anticipation of communications from auditors.
- Signed annual conflict of interest form.
- Reviewed, discussed, and accepted the president's progress report.
- Discussed board recruitment and transition of seats that will occur in October.
- Reviewed proposed board retreat objectives and agenda.
- Board agreed to complete board assessment survey. Staff will solicit input from up to ten former board members.
- Initiated annual CEO evaluation with instructions to complete an online survey by Monday, 9/9/19.
- At the close of the formal meeting board members moved off site to have the annual board photo taken.

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

Respectfully Submitted,

Aubrey Zinaich, Secretary/Treasurer

DISCOVER DURHAM

212 W Main Street, Suite 101
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MINUTES

DISCOVER DURHAM
TOURISM DEVELOPMENT AUTHORITY
MEETING TUESDAY, SEPTEMBER 24, 2019,
3:00 PM

BOARD PRESENT

Patrick Byker
Aubrey Zinaich
Ron Hunter

Monica Edwards
Craig Spitzer
Caesar Swift
Bill Ingram

Seth Jernigan
Lois Deloatch

STAFF PRESENT

Shelly Green Cara Rousseau Parmod Chandna Susan Amey E'Vonne Coleman

At 3:05 p.m. Chair, Lois Deloatch called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the August 27, 2019 meeting.
- Voted to approve the financial status reports as of August 30, 2019.
- Voted to accept the auditors' report.
- Reviewed, discussed, and accepted the president's progress report.
- Recommendations for new board members:
 - Mayoral appointment: Lois Deloatch, on behalf of the Executive Committee, put forward a recommendation that Michael Page, Director of External Affairs for NCCU, be recommended to Mayor Steve Schewel for the TDA board seat designated for a mayoral appointee. The board voted to approve this recommendation. Bill Ingram abstained from the vote.
 - The County seat for a limited-service hotelier: Lois Deloatch, on behalf of the Executive Committee, put forward a recommendation that Daniel Edwards, an applicant representing Morehead Bed & Breakfast, be recommended to the County Commissioners for appointment to the board. The board voted to approve this recommendation. Monica Edwards abstained.
 - County seat for a representative from the transportation or retail sectors: After discussion, in consideration that the county received only one application, and the application of one candidate who had reported applying had not been received, the board asked that the county clerk be requested to reopen the application until October 16 to allow the missing application to be resubmitted, and allow for any additional applicants who may wish to apply. The board will consider candidates for this board seat in the October TDA meeting, and staff will include all applications for the seat in the October board packet.
- Voted to move to Executive Session as permitted by GS 143-318:11 (a) to conduct the annual performance review of the Past President.

- Voted to return to regular session .

Returned to regular session at 4:10 p.m. The meeting was adjourned at approximately 4:30 p.m.

Respectfully Submitted,

Aubrey Zinaich, Secretary/Treasurer

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MINUTES

DISCOVER DURHAM
TOURISM DEVELOPMENT AUTHORITY
MEETING TUESDAY, October 22, 2019,
3:00 PM

BOARD PRESENT

Patrick Byker
Aubrey Zinaich
Brenda Howerton

Monica Edwards
Craig Spitzer
Caesar Swift

Seth Jernigan
Lois Deloatch

STAFF PRESENT

Cara Rousseau

Parmod Chandna

Susan Amey

E'Vonne Coleman

At 3:04 Chair Lois Deloatch called the meeting to order. The board took the following actions:

- Voted to approve the minutes of the September 24th meeting.
- Voted to accept the Financial Status Report as of September 30th, 2019.
- Voted to approve the opening of a new bank account at PNC, to authorize Parmod Chandna as new signatory for all accounts (BB&T, M&F, Pinnacle, PNC, and Self Help), and to remove E'Vonne Coleman as signatory for any accounts.
- Reviewed applications received for the open "transportation or retail" county seat on the TDA. Voted to recommend Jonathan Stewart and Jennings Brody, in that order of priority, to the County Commissioners for approval.
- Reviewed, discussed and accepted the President's Progress Report

The meeting was adjourned at 4:28 PM

Respectfully Submitted,

Aubrey Zinaich, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority

NO MEETING IN NOVEMBER



Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, December 3, 2019
3:00 p.m.

Board Present

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

Staff Present

Susan Amey	Cara Rousseau	Parmod Chandna	
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At 3:03 p.m. Chair, Lois Deloatch called the meeting to order. The Board took the following actions:

- Welcomed new members Daniel Edwards, Jonathan Stewart, and Michael Page.
- Approved the October 22nd minutes and the Financial Status Report as of October 31, 2019.
- Reviewed and accepted the President's Progress Report.
- Requested that staff send calendar invitations for board meetings for the balance of the year.

The board agreed to the following action items:

- The board discussed the list of prospective members for the Tourism Master Plan steering committee; Susan Amey will send the document out to the board for additional feedback. Board members wishing to recommend candidates or other considerations for committee selection should email them to Susan for compilation as soon as possible, or by 12/11, cc'ing Lois Deloatch and Craig Spitzer, committee co-chairs.
- Susan will send the document on proposed revisions to the mission and purpose statements and will include the Durham brand promise messaging. Board members will email Susan with any comments to be incorporated prior to the January board meeting; in January the board will complete its discussion and move to adopt the final language.

- Susan presented an initial draft of her objectives for 2019-2021. She will add an objective around financial stewardship and send the document to the board for review. Input and feedback should be directed to Lois Deloatch; the executive committee will review the feedback and provide direction back to Susan with the goal of completing the objectives in January.
- In light of the above “homework” requested of the board, staff will send out minutes and the necessary attachments and instructions within the week.

The meeting was adjourned at 4:36 pm.

Respectfully Submitted,

Aubrey Zinaich, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, January 28, 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

Staff Present

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

- Approved the minutes of the December 3, 2019 meeting
- Approved the financial status report as of 12/31/19.
- Approved resolution to change bank signatories. Staff will follow up to communicate the logistics of how this will be done.
- Approved President & CEO's goals for 2019-2021
- Approved proposed changes to DD's mission and purpose statements
- Approved Case statement and invitation list for DMP Steering Committee, with the acknowledgement that a few people could be added if the board feels there was an oversight. The board discussed whether to restrict the invitees to people living in Durham but concluded there were important stakeholders who are strongly vested in Durham's future who should be included. It is noted the board's desire to ensure the committee primarily includes people who live and work in Durham. Also, board

members should receive communications that are going out to stakeholders as the messaging is developed so they are knowledgeable and can represent Discover Durham well.

- The board was reminded to note that the E'Vonne Coleman's retirement party is scheduled for April 16th. Invitations will be forthcoming.

The meeting was adjourned at approximately 4:15 p.m.

Respectfully Submitted,

Aubrey Zinaich, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, February 25, 2020
3:00 p.m.

Board Present

Lois Deloatch	Caesar Swift	Michael Page
Aubrey Zinaich	Javiera Caballero	Daniel Edwards
Ron Hunter		Jonathan Stewart

Staff Present

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

- Approved the minutes of the January 28, 2020 meeting
- Approved the financial status report as of 1/31/19.
- Approved the mid-year budget amendment as presented.
- Approved the resolution to appoint Sharpe Patel, CPA as auditors for FY20, contingent upon confirming that no non-compete agreement was in place that would present a conflict. This was confirmed.
- Reviewed plans and communication for the launch of the Destination Master Plan and provided instruction on including the case statement with invitations.
- Board requested to meet the creative staff who developed the Durham Sports Commission bid books in the next meeting.

The meeting was adjourned at approximately 4:15 p.m.

Respectfully Submitted,

Aubrey Zinaich, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, March 24, 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
Brenda Howerton		Daniel Edwards

Staff Present

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

- Approved the minutes of the March 24, 2020 meeting
- Approved the financial status report as of 2/28/20.
- Reviewed and discussed impact of COVID-19 on DD operations and finances, including financial forecast and budget projections. Board requested regular updates, at least weekly, on the effects of the pandemic.

The meeting was adjourned at approximately 4:15 p.m.

Respectfully Submitted,

Aubrey Zinaich, Secretary/Treasurer

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Minutes

Discover Durham Tourism
Development Authority Meeting
Tuesday, April 28, 2020
3:00 pm.

Board Present

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

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 the minutes of the March 24, 2020 meeting
- Approved the budget amendment adjusting for COVID-19 effects
- Approved the financial status report as of March 31
- Jonathan Stewart suggested contacting our landlord to investigate the potential for temporary rent negotiation. Parmod to follow up.
- Board hoteliers questioned STR hotel performance data accuracy. How is STR accounting for closed hotels? For the Marriott RTP housing the homeless? Staff to investigate methodology and accuracy and report on findings.
- The staff is preparing to send the Strategic Blueprint to the board for review. All feedback will be due at the May TDA meeting. Board requested to receive copies at least 10-12 days in advance of the meeting on 5/26.

The meeting adjourned at approximately 4:15 pm.

Respectfully Submitted,

Aubrey Zinaich, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, May 26, 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	

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 the minutes of April 28, 2020 meeting
- Approved the FSR
- Reviewed the Strategic Blueprint without any requested changes; TDA to approve at the June meeting.
- Reviewed the FY21 proposed budget without requested changes; TDA to approve at the June meeting.
- Reviewed three updated financial policies. A change was requested to make our commitment to considering minority-owned Durham businesses an explicit requirement in our procurement policy. The TDA will approve or recommend edits to the three updated financial policies at the June meeting.

- On behalf of the executive committee, Chair Lois Deloatch presented the proposed slate of officers for FY21, which was unanimously approved by the Board. They are:
 - Aubrey Zinaich, Chair
 - Ron Hunter, Vice-Chair
 - Caesar Swift, Secretary-Treasurer

The meeting adjourned at approximately 4:45 pm.

Respectfully Submitted,

Aubrey Zinaich, Secretary/Treasurer

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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

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