



FISCAL YEAR 2014-2015

MINUTES

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING

NO MEETING IN JULY

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, AUGUST 26, 2014, 3:00 PM

BOARD PRESENT

Newman Aguiar
Summer Bicknell
Cora Cole-McFadden
Deanna Crossman

Monica Edward
Fred Foster, Jr.
Seth Jernigan
Bill LeFevre

Craig Spitzer
Daniel Robinson
Carl Webb

Absent

STAFF PRESENT

Shelly Green, E'Vonne Coleman-Cook, Corey Bizzell and Kim Conder

At 3:02 p.m., Chairman LeFevre called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the June 24, 2014 meeting (attached).
- Voted to accept the Financial Status Report as of June 30 & July 31, 2014 (attached).
- Collected signed Conflict of Interest Forms from all board members.
- Voted to approve up to \$200,000 into a short-term Certificate of Deposit at PNC Bank.
- Voted to amend the Financial Policy by removing the last bullet point about cash reserves.
- Received an update on the Fresh Daily positioning and launch of Simpleview website and database.
- Received an update on the CEO Performance Review process.
- Received training on BoardMax, the new online portal for DCVB board materials.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Moved to Executive Session as permitted by G.S. 143-318:11 (a) to discuss acquisition of real property.
- Returned to open session and reported that DCVB is continuing its search for offices.

The meeting was adjourned at 4:45 p.m.

Respectfully Submitted,



Monica Edwards, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, SEPTEMBER 23, 2014, 3:00 PM

BOARD PRESENT

Summer Bicknell
Cora Cole-McFadden
Deanna Crossman

Lois Deloatch
Monica Edwards
Seth Jernigan

Bill LeFevre
Daniel Robinson

BOARD ABSENT

Newman Aguiar

Fred Foster, Jr.

Craig Spitzer

STAFF PRESENT

Shelly Green, E'Vonne Coleman-Cook, Corey Bizzell and Kim Conder

At 3:05 p.m., Chairman LeFevre called the meeting to order. The Board took the following actions:

- Introduced Lois Deloatch, newly appointed to the board representing visitor features/entertainment.
- Voted to approve the minutes of the August 26, 2014 meeting (attached).
- Voted to accept the results of the Independent Financial Audit and commended management for a great job (attached).
- Voted to have staff prepare an RFP for auditing services.
- Voted to accept the Financial Status Report as of August 31, 2014 (attached).
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to recommend to the Durham City Council that Deanna and Craig be reappointed to their current seats on the board.
- Voted to recommend to the Durham County Board of Commissioners that Daniel be reappointed to Newman's seat on the DCVB Board, moving him from the Full Service Lodging category into the Citizen at Large/Neighborhood Associations category.
- Reviewed and discussed DCVB's role in a newly formed Durham Sports Commission as outlined in the President's Report. Agreed, in concept, to DCVB dedicating a portion of its marketing dollars specifically toward this market segment, including hiring additional staff, and carrying out the work of the Durham Sports Commission under a contract basis.
- Reviewed and launched the CEO Performance Evaluation survey.

The meeting was adjourned at 4:50 p.m.

Respectfully Submitted,



Monica Edwards, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, OCTOBER 28, 2014, 3:00 PM

BOARD PRESENT

Newman Aguiar
Summer Bicknell
Cora Cole-McFadden

Lois Deloatch
Monica Edwards
Fred Foster, Jr.

Bill LeFevre
Daniel Robinson
Craig Spitzer

BOARD ABSENT

Deanna Crossman

Seth Jernigan

STAFF PRESENT

Shelly Green, E'Vonne Coleman-Cook, and Kim Conder

At 3:10 p.m., Secretary-Treasurer Monica Edwards called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the September 23, 2014 meeting (attached).
- Received an update on the status of forming a sports commission.
- Voted to accept the Financial Status Report as of September 30, 2014 (attached).
- Reviewed, discussed and accepted the Presidents Progress Report.
- Recognized Newman Aguiar for his seven years of service as a board member.
- Voted to move to Executive Session at 4:15 p.m. as permitted by GS 143-318:11 (a) to discuss personnel issues (conduct the performance review of the CEO.)
- Voted to return to regular session at 4:40 p.m. Reported that the board conducted its annual review of the CEO and voted to award a \$15,000 performance incentive plus a 2% increase to compensation beginning January 1, 2015.

The meeting was adjourned at 4:45 p.m.

Respectfully Submitted,



Monica Edwards, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, DECEMBER 9, 2014, 3:00 PM

BOARD PRESENT

Newman Aguiar
Summer Bicknell
Cora Cole-McFadden
Deanna Crossman

Lois Deloatch
Monica Edward
Fred Foster, Jr.

Seth Jernigan
Bill LeFevre
Craig Spitzer

BOARD ABSENT

Daniel Robinson

STAFF PRESENT

Shelly Green, E'Vonne Coleman-Cook and Kim Conder

GUESTS PRESENT

Don Shupe, Heath Chapman, CBRE (Brokers assisting DCVB)

At 3:05 p.m., Secretary/Treasurer Monica Edwards called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the October 28, 2014 meeting and executive session (attached).
- Voted to accept the Financial Status Report as of October 31, 2014 (attached).
- Reviewed, discussed and accepted the Presidents Progress Report.
- Reviewed, discussed and accepted the CEO Goals for 2014-15.
- Reviewed, discussed and accepted the Board Meeting Dates for 2015.
- Moved to Executive Session as permitted by G.S. 143-318:11 (a) to discuss acquisition of real property.
- Returned to open session and reported that DCVB is continuing its search for offices.

The meeting was adjourned at 4:55 p.m.

Respectfully Submitted,



Monica Edwards, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, JANUARY 27, 2015, 3:00 PM

BOARD PRESENT

Summer Bicknell
Cora Cole-McFadden
Deanna Crossman

Lois Deloatch
Monica Edward
Fred Foster, Jr.

Seth Jernigan
Daniel Robinson
Craig Spitzer

BOARD ABSENT

Newman Aguiar

Bill LeFevre

STAFF PRESENT

Shelly Green, E'Vonne Coleman-Cook and Kim Conder

At 3:03 p.m., Vice Chair Summer Bicknell called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the December 9th regular meeting and executive session and December 19th special meeting and executive session (attached).
- Voted to accept the Financial Status Report as of December 31, 2014 (attached).
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to award a 3-year contract to Winston, Williams, Creech & Evans for auditing services
- Voted to move to Executive Session as permitted by G.S. 143-318:11 (a) to discuss acquisition of real property.
- Returned to open session and reported that DCVB is continuing its search for offices.

The meeting was adjourned at 4:00 p.m.

Respectfully Submitted,



Monica Edwards, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, FEBRUARY 24, 2015, 3:00 PM

BOARD PRESENT

Summer Bicknell
Cora Cole-McFadden
Deanna Crossman

Lois Deloatch
Monica Edward
Seth Jernigan

Bill LeFevre
Daniel Robinson
Craig Spitzer

BOARD ABSENT

Patrick Byker

Fred Foster, Jr.

STAFF PRESENT

Shelly Green, E'Vonne Coleman-Cook and Kim Conder

At 3:00 p.m., Chair Bill LeFevre called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the January 27th regular meeting and executive session (attached).
- Voted to accept the Financial Status Report as of January 31 (attached).
- Voted to Approve a Budget Amendment (attached 2014-15 Reallocation Budget).
- Reviewed and discussed changes to the Durham Wayfinder Program's Policies and Procedures.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to move to Executive Session as permitted by G.S. 143-318:11 (a) to discuss acquisition of real property.
- Returned to open session and voted on the following: Acting upon recommendation of the DCVB staff, it was moved and seconded that the board approve entering into a Lease of Space for the Trust Building located at 212 West Main Street, Durham, with the owner and potential landlord, Trust Building, LLC, subject to favorable completion of the final tenant improvements and confirmation of rentable square footage verified in accordance with the most recent BOMA standard of measurement. Motion carried unanimously.
- Passed the following resolution (unanimously): The DCVB staff is authorized to enter into a 15-year lease with Trust Building, LLC, and to secure unto DCVB status as a tenant in the Trust Building located at 212 West Main Street, Durham.
- The board commended the staff for their great work in getting this accomplished.

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

Respectfully Submitted,



Monica Edwards, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, MARCH 24, 2015, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Cora Cole-McFadden

Deanna Crossman
Lois Deloatch
Monica Edwards

Fred Foster, Jr.
Bill LeFevre
Craig Spitzer

BOARD ABSENT

Seth Jernigan

Daniel Robinson

STAFF PRESENT

Shelly Green, E'Vonne Coleman-Cook and Kim Conder

At 3:04 p.m., Chair Bill LeFevre called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the February 24th regular meeting (attached).
- Voted to accept the Financial Status Report as of February 28 (attached).
- Reviewed, discussed and accepted the Presidents Progress Report.
- Reviewed and discussed the board self-evaluation instrument and agreed to launch it next week.
- Identified potential stakeholder to meet with who may be unknowledgeable or unsupportive of DCVB.

The meeting was adjourned at 4:05 p.m.

Respectfully Submitted,



Monica Edwards, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, APRIL 28, 2015, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Cora Cole-McFadden
Deanna Crossman

Lois Deloatch
Monica Edwards
Fred Foster, Jr.
Seth Jernigan

Bill LeFevre
Daniel Robinson
Craig Spitzer

STAFF PRESENT

Shelly Green

At 3:00 p.m., Chair Bill LeFevre called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the March 24th regular meeting (attached.)
- Reviewed and discussed the results of the Self-Evaluation (attached.)
- Reviewed and endorsed the proposal to establish a Durham Sports Commission (attached.)
- Voted to accept the Financial Status Report as of March 31 (attached.)
- Voted to approve opening a money market account at PNC Bank.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Reviewed and discussed the 2015-2016 Preliminary Budget.
- Reviewed the report from the nominating committee. Voted to accept the slate of officers for 2015-16 by acclamation: Bill LeFevre, Immediate Past Chair; Summer Bicknell, Chair; Monica Edwards, Vice Chair; and Seth Jernigan, Secretary-Treasurer
- Discussed and voted to approve schedule changes for upcoming board meetings. The new schedule approved includes:
 - May 19, 2015 at Duke Gardens (photo taken)
 - June 30, 2015 at The Durham Hotel (photo taken)
 - July – no meeting
 - August 25, 2015 at DCVB (regular meeting day and place)
 - September 29, 2015 at DCVB (one week later)

The meeting was adjourned at 4:20 p.m.

Respectfully Submitted,



Monica Edwards, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, MAY 19, 2015, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Cora Cole-McFadden
Deanna Crossman

Lois Deloatch
Monica Edwards
Seth Jernigan

Bill LeFevre
Daniel Robinson
Craig Spitzer

BOARD ABSENT

Fred Foster, Jr.

STAFF PRESENT

Shelly Green
Kim Conder
E'Vonne Coleman-Cook

At 3:00 p.m., Chair Bill LeFevre called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the April 28th regular meeting (attached.)
- Completed a second review and discussion of the 2015-2016 Preliminary Budget. Approved, in concept, of paying for the Visitor Center design and new office upfit with cash reserves as opposed to financing through non-appropriations leases.
- Voted to accept the Financial Status Report as of March 31 (attached.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Reviewed and discussed Marketing Goals for 2015-16.
- Adjourned to take group photo at 4:15 p.m.
- Several members took a tour of Duke Gardens with Executive Director, Bill LeFevre.

Respectfully Submitted,



Monica Edwards, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, JUNE 30, 2015, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Cora Cole-McFadden
Deanna Crossman

Lois Deloatch
Monica Edwards
Seth Jernigan

Bill LeFevre
Daniel Robinson
Fred Foster, Jr.

BOARD ABSENT

Craig Spitzer

STAFF PRESENT

Shelly Green
Kim Conder
E'Vonne Coleman-Cook

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

- Voted to approve the minutes of the May 19th regular meeting (attached.)
- Opened the public hearing on the 2015-16 Budget. With no guests wishing to speak, the public hearing was closed.
- Voted to adopt the FY 2015-16 Budget (attached.)
- Voted to accept the Financial Status Report as of May 31 (attached.)
- Voted to approve a Budget Amendment for the 2014-15 Budget (attached.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to approve the Marketing Goals for 2015-16.
- Voted to approve bank resolutions and signature cards for new officers.

The meeting was adjourned at 3:55 p.m.

Respectfully Submitted,



Monica Edwards, Secretary/Treasurer