



Where great things happen.

**FISCAL YEAR 2015-2016  
MINUTES**



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**MINUTES**

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DURHAM CONVENTION & VISITORS BUREAU  
TOURISM DEVELOPMENT AUTHORITY MEETING

NO MEETING IN JULY

## MINUTES

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DURHAM CONVENTION & VISITORS BUREAU  
TOURISM DEVELOPMENT AUTHORITY MEETING  
TUESDAY, AUGUST 25, 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.  
Craig Spitzer

STAFF PRESENT

Shelly Green  
Kim Conder  
E'Vonne Coleman-Cook

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

- Voted to approve the minutes of the June 30 meeting (attached.)
- Received a report from Bob Chapman and Joy Mickle regarding an effort to "Fix the Loop."
- Received signed conflict of interest forms from all board members.
- Voted to accept the Financial Status Report as of June 30 and July 31, 2015 (attached.)
- Reviewed and discussed applications for candidates to fill the Lodging – Full Service board seat. Voted to recommend to the Durham County Board of Commissioners that Ceasar Swift be appointed to replace Daniel Robinson.
- Reviewed floor plans, design and progress on the new offices and visitor center.
- Discussed and provided direction on priorities in a succession plan.
- Reviewed, discussed and accepted the Presidents Progress Report.

The meeting was adjourned at 4:58 p.m.

Respectfully Submitted,

Seth Jernigan, Secretary/Treasurer

## MINUTES

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DURHAM CONVENTION & VISITORS BUREAU  
TOURISM DEVELOPMENT AUTHORITY MEETING  
TUESDAY, SEPTEMBER 29, 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.  
Craig Spitzer

STAFF PRESENT

Shelly Green  
Kim Conder  
E'Vonne Coleman-Cook

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

- Voted to approve the minutes of the August 25 meeting (attached.)
- Voted to accept the results of the Independent Financial Audit and commended management for a great job (attached).
- Voted to accept the Financial Status Report as of August 31, 2015 (attached.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Reviewed and offered comments on the New DCVB corporate branding and building signage.
- Reviewed, discussed and approved the DCVB CEO Succession Plan (attached).
- Reviewed instructions for completing the CEO Performance Evaluation survey.

The Board meeting was adjourned at 4:07 p.m., and members were offered a tour of the new building (still under construction).

Respectfully Submitted,

Seth Jernigan, Secretary/Treasurer

## MINUTES

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

BOARD PRESENT

Summer Bicknell  
Patrick Byker  
Cora Cole-McFadden  
Caesar Swift

Lois Deloatch  
Monica Edwards  
Bill LeFevre

Fred Foster, Jr  
Craig Spitzer  
Deanna Crossman

BOARD ABSENT

Seth Jernigan

STAFF PRESENT

Shelly Green

E'Vonne Coleman-Cook

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

- Welcomed Caesar Swift, General Manager of the Aloft to the Board.
- Voted to approve the minutes of the September 29, 2015 meeting (attached.)
- Voted to accept the Financial Status Report as of September 31, 2015 (attached.)
- Received a report on progress on RDU's Master Plan from Teresa Damiano, Vice President, Communications and Community Affairs with Raleigh-Durham International Airport.
- Voted to approve the budget amendment as presented (attached.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to move to Executive Session at 4:00 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 4:45 p.m. Reported that the board conducted its annual review of the CEO and voted to award a \$14,000 performance incentive plus a 1% increase to compensation beginning January 1, 2016.

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

Respectfully Submitted,

Seth Jernigan, Secretary/Treasurer

## MINUTES

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DURHAM CONVENTION & VISITORS BUREAU  
TOURISM DEVELOPMENT AUTHORITY MEETING  
TUESDAY, DECEMBER 1, 2015, 3:00 PM

BOARD PRESENT

Summer Bicknell  
Patrick Byker  
Deanna Crossman

Monica Edwards  
Fred Foster, Jr  
Seth Jernigan

Bill LeFevre  
Lois Deloatch  
Caesar Swift

BOARD ABSENT

Cora Cole-McFadden (excused)  
Craig Spitzer (excused)

STAFF PRESENT

Shelly Green

E'Vonne Coleman-Cook

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

- Voted to approve the minutes of the October 27, 2015 regular and executive session meetings (attached.)
- Voted to accept the Financial Status Report as of October 31, 2015 (attached.)
- Received an update on the move to the new building.
- Reviewed, discussed and approved CEO goals for 2015-2016.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Approved meeting dates for 2016.

The meeting was adjourned at 4:02 p.m.

Respectfully Submitted,

Seth Jernigan, Secretary/Treasurer

## MINUTES

DURHAM CONVENTION & VISITORS BUREAU  
TOURISM DEVELOPMENT AUTHORITY MEETING  
TUESDAY, JANUARY 26, 2016, 3:00 PM

### BOARD PRESENT

Patrick Byker  
Cora Cole-McFadden  
Monica Edwards

Fred Foster, Jr  
Seth Jernigan  
Bill LeFevre

Craig Spitzer  
Caesar Swift

### BOARD ABSENT

Summer Bicknell  
Deanna Crossman  
Lois Deloatch

### STAFF PRESENT

Shelly Green

E'Vonne Coleman-Cook

At 3:12 p.m., Vice-Chair Monica Edwards called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the December 1, 2015 meeting (attached.)
- Voted to accept the Financial Status Report as of November 30 and December 31, 2015 (attached.)
- Reviewed a draft Interlocal Agreement between DCVB, the City and the County for the creation of the Durham Sports Commission and authorized the President to execute the agreement.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Received an update on completion of the new building and discussed disposition of the old building.
- Conducted a tour of the new space.

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

Respectfully Submitted,

Seth Jernigan, Secretary/Treasurer



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## MINUTES

DURHAM CONVENTION & VISITORS BUREAU  
TOURISM DEVELOPMENT AUTHORITY MEETING  
TUESDAY, FEBRUARY 23, 2016, 3:00 PM

### BOARD PRESENT

Summer Bicknell  
Patrick Byker  
Cora Cole-McFadden

Deanna Crossman  
Lois Deloatch  
Monica Edwards

Seth Jernigan  
Craig Spitzer  
Caesar Swift

### BOARD ABSENT

Fred Foster, Jr. (excused)  
Bill LeFevre (excused)

### STAFF PRESENT

Shelly Green

E'Vonne Coleman-Cook

Kim Conder

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

- Voted to approve the minutes of the January 31, 2016 meeting (attached.)
- Voted to accept the Financial Status Report as of January 31, 2016 (attached.)
- Heard a presentation by Aaron Lubeck, Bicycle Boulevards, which was favorably received.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Agreed to hold a half-day retreat in May at a mutually agreeable time.
- Voted to cancel the next regular board meeting on March 23<sup>rd</sup> and use that time for an Open House of the new Visitor Center and DCVB Offices.
- Received an update on the building and move, followed by a tour of the new space.

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

Respectfully Submitted,

Seth Jernigan, Secretary/Treasurer



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## MINUTES

DURHAM CONVENTION & VISITORS BUREAU  
SPECIAL MEETING  
WEDNESDAY, MARCH 30, 2016, 3:00 PM

BOARD PRESENT

Summer Bicknell  
Patrick Byker  
Monica Edwards

Deanna Crossman  
Lois Deloatch  
Fred Foster, Jr.

Seth Jernigan  
Craig Spitzer  
Bill LeFevre

BOARD ABSENT

Caesar Swift  
Cora Cole-McFadden

STAFF PRESENT

Shelly Green

Kim Conder

MEDIA PRESENT

WNCN, CBS Affiliate

ABC 11

Durham Herald-Sun

At 3:02 p.m., Chair Summer Bicknell called the meeting to order. The Board took the following actions:

- Received an update on the impacts of The Public Facilities & Security Act (HB2)
- Discussed how and whether to respond with an official statement.
- Approved a statement opposing HB2 (attached.)

The meeting was adjourned at 4:10 p.m.

Respectfully Submitted,

Seth Jernigan, Secretary/Treasurer



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## MINUTES

DURHAM CONVENTION & VISITORS BUREAU  
TOURISM DEVELOPMENT AUTHORITY MEETING  
TUESDAY, APRIL 26, 2016, 3:00 PM

### BOARD PRESENT

Summer Bicknell  
Patrick Byker  
Cora Cole-McFadden

Bill LeFevre  
Lois Deloatch  
Monica Edwards

Seth Jernigan  
Craig Spitzer  
Caesar Swift

### BOARD ABSENT

Fred Foster, Jr. (excused)  
Deanna Crossman (excused)

### STAFF PRESENT

Shelly Green

Kim Conder

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

- Voted to approve the minutes of the February 23, 2016 meeting (attached.)
- Voted to approve the minutes of the March 30, 2016 special meeting (attached.)
- Voted to accept the Financial Status Report as of February 29 and March 31, 2016 (attached.)
- Conducted the first reading of the Preliminary 2016-17 Budget
- Reviewed, discussed and accepted the Presidents Progress Report.
- Chairman Bicknell appointed the Executive Committee to serve as the Nominating Committee.
- The board thanked and congratulated Shelly Green for stepping out quickly and decisively against the devastating impacts of HB2.

The meeting was adjourned at 3:45 p.m.

Respectfully Submitted,

Seth Jernigan, Secretary/Treasurer

## MINUTES

### DURHAM CONVENTION & VISITORS BUREAU TOURISM DEVELOPMENT AUTHORITY MEETING TUESDAY, MAY 17, 2016, 8:30 PM

Summer Bicknell  
Patrick Byker  
Deanna Crossman  
Fred Foster, Jr.

#### BOARD PRESENT

Bill LeFevre  
Lois Deloatch  
Monica Edwards

Seth Jernigan  
Craig Spitzer  
Caesar Swift

#### BOARD ABSENT

Cora Cole-McFadden (excused)

#### STAFF PRESENT

Shelly Green

Kim Conder

E'Vonne Coleman-Cook

At 8:30 a.m., Chair Summer Bicknell called the meeting to order.

Shelly Green introduced Paul Ouimet, Managing Director, DestinationNEXT

Paul took the Board through a presentation of the first two phases of DestinationNEXT. He then presented the overall findings of the scenario model based on the 260+ destinations world-wide that had taken the assessment.

Paul then reviewed and discussed the assessment results of destination strength and community support in Durham based on feedback from 74 stakeholders.

The board then discussed their highest priorities as the staff works on putting together a strategic plan for 2017-2019. Highest priorities after the initial discussion:

- Public Infrastructure, specifically issues around accessibility and mobility. It was noted that DCVB's role in this would be advocacy, perhaps toward a future bond referendum.
- Workforce development and education. DCVB's role would be advocacy and structuring a public private partnership to address the issue.
- Continuing and expanding sales and marketing programs. DCVB's role would be execution of new programs.
- Bringing the Sports Commission to successful fruition. DCVB's role would be execution of the new initiative, working in concert with the newly-appointed Sports Commission Board.
- Pursuing a tourism master plan. DCVB's role would be convener and advocacy. In the meantime (this was lower in priority) it was recommended that DCVB work to insert itself into all of the different economic development, arts and culture and lifestyle plans underway to make sure tourism had a voice (e.g., bike trails, new business initiatives, etc.)

The Board did not take any official actions at the meeting.

## MINUTES

DURHAM CONVENTION & VISITORS BUREAU  
TOURISM DEVELOPMENT AUTHORITY MEETING  
TUESDAY, MAY 24, 2016, 3:00 PM

### BOARD PRESENT

Summer Bicknell  
Patrick Byker  
Deanna Crossman

Bill LeFevre  
Lois Deloatch

Monica Edwards  
Seth Jernigan

### BOARD ABSENT

Fred Foster, Jr. (excused)  
Cora Cole-McFadden (excused)

Craig Spitzer  
Caesar Swift (excused)

### STAFF PRESENT

Shelly Green

E'Vonne Coleman

Kim Conder

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

- Voted to approve the minutes of the April 26, 2016 meeting (attached.)
- Voted to approve the minutes of the May 17, 2016 board retreat (attached.)
- Voted to accept the Financial Status Report as of April 30 (attached.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Conducted the second reading of the Preliminary 2016-17 Budget.
- Discussed the recent board retreat and confirmed priorities for the strategic plan.
- Deferred the election of officers to the June meeting.

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

Respectfully Submitted,

Seth Jernigan, Secretary/Treasurer



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## MINUTES

DURHAM CONVENTION & VISITORS BUREAU  
TOURISM DEVELOPMENT AUTHORITY MEETING  
TUESDAY, JUNE 28, 2016, 3:00 PM

### BOARD PRESENT

Summer Bicknell  
Patrick Byker  
Lois Deloatch

Monica Edwards  
Fred Foster, Jr.

Craig Spitzer  
Caesar Swift

### BOARD ABSENT

Cora Cole-McFadden (excused)  
Deanna Crossman (excused)

Bill LeFevre (excused)  
Seth Jernigan (excused)

### STAFF PRESENT

Shelly Green

E'Vonne Coleman

Kim Conder

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

- Voted to approve the minutes of the May 24, 2016 meeting (attached.)
- Opened the public hearing on the 2016-17 Budget. With no guests wishing to speak, the public hearing was closed.
- Voted to adopt the FY 2016-17 Budget (attached).
- Voted to accept the Financial Status Report as of May 31 (attached.)
- Discussed Occupancy Tax projections and voted to approve a Budget Amendment for the 2015-16 Budget (attached.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to elect the following officers for 2016-17
  1. Monica Edwards, Chair
  2. Seth Jernigan, Vice Chair
  3. Craig Spitzer, Secretary-Treasurer
  4. Summer Bicknell, Immediate Past Chair
- Voted to authorize opening a savings account at BB&T.
- Voted to approve bank resolutions and signature cards for new officers.
- Discussed the revised Personnel Policy Manual and deferred action until the next meeting.

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

Respectfully Submitted,

Seth Jernigan, Secretary/Treasurer



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