



**DURHAM CONVENTION
& VISITORS BUREAU**

**FISCAL YEAR 2016-2017
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 23, 2016, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Deanna Crossman
Cora Cole-McFadden

Lois Deloatch
Monica Edwards
Fred Foster, Jr.
Seth Jernigan

Bill LeFevre
Craig Spitzer
Caesar Swift

STAFF PRESENT

Shelly Green

E'Vonne Coleman

Kim Conder

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

- Voted to approve the minutes of the June 28, 2016 meeting (attached.)
- Discussed and then voted to approve the Personnel Policy Manual with two revisions noted below (attached.)
 - Specify that DCVB is an equal opportunity employer and values diversity in the workplace
 - Section J, Electronic Communications and Internet Usage Policy - specify in bullet seven that security procedures include keeping bureau resources on personal devices password protected.
- Voted to accept the unaudited Financial Status Report as of June 30 and July 31 (attached.)
- All members completed their annual signing of the Conflict of Interest Policy.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Received an update on negotiations with the County on payment for 101 East Morgan Street.
- Reviewed applications from candidates for Deanna's Limited Service Lodging Seat and voted to recommend Ron Hunter and Denel Pugh to the Durham City Council.
- Voted to recommend Monica, Seth and Lois for second terms in their respective seats.
- Presented a plaque and token of appreciation to retiring board member Deanna Crossman.
- Discussed strategic objectives for the upcoming strategic plan and confirmed the following:
 - Efforts on International marketing should focus on assessing and gathering data, and assisting RDU with their efforts to attract additional international flights.
 - Working toward a tourism masterplan is definitely a goal, but completion isn't necessarily expected by 2019.
 - The DCVB Board is committed to being involved in advocacy on infrastructure needs. There was consensus and a sense of urgency to work particularly on signage needs.
 - Our role in hotel development should remain as is...informing and providing stats to public and private sector, and when requested, providing some advocacy if Durham's competitive position warrants it.
 - In the safety and cleanliness realm, our role should be to work collaboratively with other organizations, and particularly the city, to encourage positive outcomes.
 - Our role in regional collaboration should remain about the same, with more focus on education of what we are already doing.

The meeting was adjourned at 4:20 p.m. followed by the board convening for group photographs.

Respectfully Submitted,

Craig Spitzer, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, SEPTEMBER 27, 2016, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Deanna Crossman
Cora Cole-McFadden

Lois Deloatch
Monica Edwards
Fred Foster, Jr.
Seth Jernigan

Bill LeFevre
Craig Spitzer
Caesar Swift

STAFF PRESENT

Shelly Green E'Vonne Coleman

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

- Voted to approve the minutes of the August 23, 2016 meeting (attached.)
- Received a report by the independent financial auditor, James Winston, who gave a positive audit report with no management letter and no reportable conditions. Voted to accept the audit as presented and commend the staff on a job well done.
- Voted to accept the unaudited Financial Status Report as of August 31 (attached.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Moved to Executive Session as permitted by GS 143-318:11 (a)(6) to hear or investigate a complaint, charge or grievance by or against an individual public officer or employee.
- Returned to Open Session and reported that the board was apprised about a charge of discrimination that had been filed by an ex-employee. The charge was made to the EEOC under the Title VII of the Civil Rights Act on August 30th, and following its investigation the EEOC was unable to conclude that there were any violations of the statutes and it was dismissed.
- Received an update on the progress of the Durham Sports Commission.
- Discussed and approved separating the Three-year Blueprint for Marketing Durham as a Visitor Destination from the Board's Strategic Plan. Staff will complete the marketing plan and present it for board approval in December. Leadership will work with the Board to identify strategies for using funds from the County (reimbursement from the old building) and to incorporate Destination Next into strategic objectives for the board to approve in the Spring.
- Discussed the process for the annual performance review of the CEO. Requested that the CEO complete a self-evaluation this year.

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

Respectfully Submitted,

Craig Spitzer, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, OCTOBER 25, 2016, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Cora Cole-McFadden
Lois Deloatch

Monica Edwards
Fred Foster, Jr.
Ron Hunter

Seth Jernigan
Craig Spitzer
Caesar Swift

BOARD ABSENT

Bill LeFevre (excused)

STAFF PRESENT

Shelly Green

E'Vonne Coleman

GUESTS PRESENT

Bill Ingram John White

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

- Voted to approve the minutes of the September 27, 2016 meeting (attached.)
- Voted to accept the Financial Status Report as of September 30, 2016 (attached.)
- Heard a presentation about the Durham County 2016 Bond Referendum and approved a resolution supporting passage of all four bonds. (attached.)
- Approved 2017 Board meeting dates.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Recognized retiring board member Fred Foster for his service.
- Moved to executive session as permitted by GS 143-318:11 (a) to discuss performance issues. Conducted the annual performance evaluation of the President & 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 \$16,450 performance incentive plus a 3% increase to compensation beginning January 1, 2017.

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

Respectfully Submitted,

Craig Spitzer, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, DECEMBER 6, 2016, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Cora Cole-McFadden
Lois Deloatch

Monica Edwards
Fred Foster, Jr.
Ron Hunter

Seth Jernigan
Craig Spitzer
Caesar Swift

BOARD ABSENT

Bill Ingram (excused)

STAFF PRESENT

Shelly Green

E'Vonne Coleman

Susan Amey

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

- Recognized and thanked retiring board member Bill LeFevre for his 7 ½ years of service, including serving as chair.
- Introduced Susan Amey, DCVB's new Chief Marketing Officer.
- Voted to approve the regular and executive session minutes of the October 25, 2016 meeting (attached.)
- Voted to accept the Financial Status Report as of October 31, 2016 (attached.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Presented a recap of a meeting with national travel leaders and outlined the next steps for a national effort to stop the weaponization of travel as a means of protesting social issues.
- Presented a summary of the Domestic Visitor Volume and Profile Research by Longwoods International with the following highlights:
 - Durham draws more than the national norm for leisure trips for the purpose of visiting friends/relatives and special events. It draws less than the national norm when the main purpose of the trip is touring, outdoors, a "city trip" or resort stay.
 - On the business side, Durham draws slightly higher than the national norm for conventions and conferences and significantly more for other business trips. Most business travelers come from the East Coast or California.
 - The percent of visitors very satisfied with their overall trip experience to Durham is 53% versus a U.S. norm of 75%. DCVB will need to do work to figure out why as we fall below the norm on every indicator, which ties into our goal for workforce development and hospitality training.

- 12% of Durham visitors used DCVB's website to plan their trip compared to a U.S. norm of 9%.
 - Durham visitors outperform the U.S. norm in terms of using computers, laptops, smart phones and tablets for trip planning and during the trip.
 - Durham outperforms the U.S. norm in the following activities and experiences: shopping, fine dining, museum visits, theatre, breweries, art galleries, business meetings, professional and college sports, and festivals.
- The Board discussed and approved goals for the CEO for 2016-17. (attached)

The meeting was adjourned at 4:35 p.m.

Respectfully Submitted,

Craig Spitzer, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, JANUARY 24, 2017, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Cora Cole-McFadden
Monica Edwards

Brenda Howerton
Ron Hunter
Bill Ingram

Seth Jernigan
Craig Spitzer
Caesar Swift

BOARD ABSENT

Lois Deloatch (excused)

STAFF PRESENT

Shelly Green

E'Vonne Coleman

Susan Amey

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

- Introduced Commissioner Howerton as a new board member.
- Voted to approve the minutes of the December 6 meeting (attached.)
- Voted to accept the Financial Status Report as of November 30, 2016 (attached.)
- Voted to receive and review financial status reports one month in arrears in order to have accurate data due to timing lags.
- Introduced Ben Kittleson, Senior Budget & Management Analyst with the city of Durham, who conducted a budget priority exercise.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Reviewed, discussed and voted to approve an amendment to the Financial Policy allowing the Treasurer to authorize payments over \$10,000 to specific vendors by establishing and signing off on a "not to exceed" dollar amount for that vendor once annually.
- Discussed the idea of a tourism product development fund as well as other strategic priorities that could be funded from the current fund balance as well as revenues from the old office building. Agreed that the top priorities at this time were addressing workforce issues and pursuing a Tourism Master Plan that would address public infrastructure and product development needs.
- Discussed future events including attendance at the annual meeting of the Greater Durham Chamber of Commerce and the State of the City luncheon honoring Mayor Bell.

The meeting was adjourned at 4:30 p.m.

Respectfully Submitted,

Craig Spitzer, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, FEBRUARY 28, 2017, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Cora Cole-McFadden
Lois Deloatch

Monica Edwards
Ron Hunter
Bill Ingram

Seth Jernigan
Craig Spitzer
Caesar Swift

BOARD ABSENT

Brenda Howerton (excused)

STAFF PRESENT

Shelly Green
Susan Amey

E'Vonne Coleman
Cara Rousseau

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

- Voted to approve the minutes of the January 24 meeting (attached.)
- Voted to accept the Financial Status Report as of December 31, 2017 (attached.)
- Passed a reallocation budget amendment.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Reviewed and discussed an overview of the 2017-2020 marketing plan.

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

Respectfully Submitted,

Craig Spitzer, Secretary/Treasurer



**DURHAM CONVENTION
& VISITORS BUREAU**

AN ACCREDITED DESTINATION MARKETING ORGANIZATION

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fax 919.680.8340

www.durham-nc.com



MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, MARCH 28, 2017, 3:00 PM

BOARD PRESENT

Patrick Byker
Cora Cole-McFadden
Lois Deloatch

Monica Edwards
Brenda Howerton
Ron Hunter

Seth Jernigan
Craig Spitzer
Caesar Swift

BOARD ABSENT

Summer Bicknell (excused)
Bill Ingram (excused)

STAFF PRESENT

Shelly Green
Susan Amey

E'Vonne Coleman
Cara Rousseau

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

- Voted to approve the minutes of the February 28 meeting (attached.)
- Voted to accept the Financial Status Report as of January 31, 2017 (attached.)
- Discussed hotel occupancy forecasting in preparation for next year's budget.
- Reviewed, discussed and voted to approve the 2017-2020 marketing plan.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Reviewed and discussed a pilot program for entry-level hospitality training.

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

Respectfully Submitted,

Craig Spitzer, Secretary/Treasurer



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MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, APRIL 25, 2017, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Cora Cole-McFadden
Monica Edwards

Brenda Howerton
Ron Hunter
Bill Ingram

Seth Jernigan
Craig Spitzer
Caesar Swift

BOARD ABSENT

Lois Deloatch (excused)

STAFF PRESENT

Shelly Green
April Ellerbe

E'Vonne Coleman
Cara Rousseau

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

- Voted to approve the minutes of the March 28 meeting (attached.)
- Voted to accept the Financial Status Report as of February 28, 2017 (attached.)
- Reviewed and discussed the current year's and past two year's fund balance appropriations and noted that higher than expected occupancy tax collections and lower than budgeted spending resulted in not utilizing the fund balance appropriation. Received consensus from the board that they would be amenable to allocating fund balance in the 2017-18 budget.
- Conducted the first reading of the 2017-18 budget. (No action taken.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Received a report from April Ellerbe, Director of Sales on DCVB Sales Strategies.
- Previewed a new promotional video that will be release next month.

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

Respectfully Submitted,

Craig Spitzer, Secretary/Treasurer



MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, MAY 23, 2017, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Lois DeLoatch

Monica Edwards
Ron Hunter
Bill Ingram

Seth Jernigan
Craig Spitzer
Caesar Swift

BOARD ABSENT

Cora Cole-McFadden (excused)
Brenda Howerton

STAFF PRESENT

Susan Amey Shelly Green E'Vonne Coleman
Cara Rousseau Evan Foote-Hudson

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

- Voted to approve the minutes of the April 25 meeting after amending to show that Bill Ingram was in attendance (attached.)
- Voted to accept the Financial Status Report as of March 31, 2017 (attached.)
- Conducted the second reading of the 2017-18 Preliminary Budget. (No action taken.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Previewed a presentation of a new Outbound Campaign, "Durham. A Whole Lot of Different."
- Watched a presentation from PRSONAS, a local technology company, and endorsed moving ahead with a partnership to enhance the delivery of service to visitors using emerging technologies.
- Received a report from the nominating committee and elected the following officers for 2017-2018: Chair-Seth Jernigan; Vice Chair-Craig Spitzer; Secretary-Treasurer-Lois DeLoatch; Immediate Past President-Monica Edwards.

The meeting was adjourned at 4:30 p.m.

Respectfully Submitted,

Craig Spitzer, Secretary/Treasurer



MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, JUNE 27, 2017, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Cora Cole-McFadden
Lois Deloatch

Monica Edwards
Brenda Howerton
Ron Hunter
Bill Ingram

Seth Jernigan
Craig Spitzer
Caesar Swift

BOARD ABSENT

STAFF PRESENT

Shelly Green

Cara Rousseau

At 3:05 p.m., Vice Chair Seth Jernigan called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the May 23 (attached.)
- Voted to approve a budget amendment for the 2016-17 budget (attached.)
- Opened the public hearing on the 2017-18 Budget. With no guests wishing to speak, the public hearing was closed.
- Voted to adopt the FY 2017-18 Budget (attached).
- Voted to accept the Financial Status Report as of April 30, 2017 (attached.)
- Voted to approve Bank Resolutions and Signature Cards with Names of New Officers.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Discussed recruitment of a prospective board member for the food service seat.
- Received an overview of the Durham Sports Commission by Ashleigh Bachert, Executive Director.

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

Respectfully Submitted,

Craig Spitzer, Secretary/Treasurer