



**DURHAM CONVENTION
& VISITORS BUREAU**

**FISCAL YEAR 2017-2018
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 22, 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
Caesar Swift

BOARD ABSENT

Craig Spitzer

STAFF PRESENT

Shelly Green

Susan Amey

Cara Rousseau

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

- Voted to approve the minutes of the June 27, 2017 (attached.)
- Voted to accept the Financial Status Report as of May 31 and June 30, 2017 (attached.)
- Reviewed and signed (annual) Conflict of Interest forms.
- Reviewed applicants for Food Service board seat and voted to recommend Aubrey Howell.
- Voted to recommend reappointment of Patrick Byker, Ron Hunter and Craig Spitzer for second terms in their respective board seats.
- Discussed and approved a revised Performance Management and Compensation Policy.
- Reviewed, discussed and accepted the President's Progress Report.
- Received an overview of results of recent campaigns.
- Discussed and voted to change the meeting date for the November/December meeting to December 12, 2017.

The meeting was adjourned at 4:10 p.m. followed by the board convening for a group photograph.

Respectfully Submitted,

Lois Deloatch, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, SEPTEMBER 26, 2017, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Cora Cole-McFadden
Lois Deloatch

Monica Edwards
Brenda Howerton
Ron Hunter

Seth Jernigan
Craig Spitzer
Caesar Swift

BOARD ABSENT

Bill Ingram

STAFF PRESENT

Shelly Green

E'Vonne Coleman

Susan Amey

Cara Rousseau

At 3:03 p.m., Chair Seth Jernigan called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the August 22, 2017 (attached.)
- Received a report from 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. The audit will be considered a draft until it is approved by the Local Government Commission.
- Voted to accept the Financial Status Report as of July 31, 2017 (attached.)
- Reviewed, discussed and accepted the President's Progress Report.
- Discussed notification from the NC State Retirement System regarding contribution-based benefit cap legislation enacted in 2014. Management reported that they have done preliminary calculations and do not believe there will be implications for DCVB. The Auditor will be asked to do a review of this as part of the next audit.
- Reviewed, discussed and voted to approve a resolution supporting the Durham Sports Commission's bid to host the 2019 USATF National Youth Outdoor Championships.
- Received a report and demonstration of the hologram partnership with PRSONAS
- Received instruction about the CEO Performance Review.

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

Respectfully Submitted,

Lois Deloatch, Secretary/Treasurer

MINUTES

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

BOARD PRESENT

Summer Bicknell
Patrick Byker
Lois Deloatch

Monica Edwards
Brenda Howerton
Ron Hunter

Seth Jernigan
Craig Spitzer

BOARD ABSENT

Cora Cole-McFadden

Bill Ingram

Caesar Swift

STAFF PRESENT

Shelly Green

E'Vonne Coleman

Susan Amey

Cara Rousseau

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

- Welcomed new board member Aubrey Zinaich-Howell serving in the seat representing food service.
- Voted to approve the minutes of the September 26, 2017 (attached.)
- Voted to accept the Financial Status Report as of August 31 and September 30, 2017 (attached.)
- Voted to approve the 2018 Board meeting dates (attached.)
- Voted to ask staff to prepare and send out an RFP for Auditor and to solicit proposals for the Board's review.
- Received a presentation on the 2016 Visitor Profile from Longwoods.
- Reviewed, discussed and accepted the President's Progress Report.
- Recognized and thanked Summer Bicknell for 6 years of service on DCVB's board.
- Voted to move to Executive Session as permitted by GS 143-318:11 (a) to conduct the annual performance review of the President & CEO.
- Voted to return to regular session at 4:38 p.m. Reported that the board conducted its annual review of the CEO and voted to award a \$15,000 performance bonus plus a 3.1% increase to compensation beginning January 1, 2018.

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

Respectfully Submitted,

Lois Deloatch, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, DECEMBER 12, 2017, 3:00 PM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Cora Cole-McFadden
Monica Edwards

Ron Hunter
Bill Ingram
Seth Jernigan

Craig Spitzer
Caesar Swift
Aubrey Zinaich-Howell

BOARD ABSENT

Lois Deloatch

Brenda Howerton

STAFF PRESENT

Shelly Green

Susan Amey

E'Vonne Coleman

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

- Voted to approve the minutes of the October 24, 2017 meeting (attached.)
- Voted to accept the Financial Status Report as of October 31, 2017 (attached.)
- Received a report about an upcoming research and positioning project to occur in 2018.
- Reviewed and approved CEO goals (attached).
- Discussed the board's succession plan and voted unanimously to reaffirm the plan and to begin execution, starting with an internal search for President & CEO.
- Reviewed, discussed and accepted the President's Progress Report.
- Recognized retiring board member Cora Cole McFadden and thanked her for her years of service to the City and to DCVB.

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

Respectfully Submitted,

Lois Deloatch, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, JANUARY 23, 2018, 3:00 PM

BOARD PRESENT

Patrick Byker
Lois Deloatch
Monica Edwards
Brenda Howerton

Ron Hunter
Bill Ingram
Seth Jernigan

Craig Spitzer
Caesar Swift
Aubrey Zinaich-Howell

STAFF PRESENT

Shelly Green

E'Vonne Coleman

Susan Amey

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

- Voted to approve the minutes of the December 12 meeting (attached.)
- Voted to accept the Financial Status Report as of November 30 and December 31, 2017 (attached.)
- Received an update on the Durham Sports Commission from Ashleigh Bachert, Executive Director
- Reviewed, discussed and accepted the Presidents Progress Report.
- Discussed the revised President & CEO Job Description and approved it with two changes. Confirmed a timeline for moving forward with an internal search for President & CEO following the December 2017 vote to execute the Board's Succession Plan. Discussed tools that would be used to assess candidacy and voted to refer approval of those tools to the Executive Committee.

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

Respectfully Submitted,

Lois Deloatch, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, FEBRUARY 27, 2018, 3:00 PM

BOARD PRESENT

Patrick Byker
Ron Hunter
Craig Spitzer

Javiera Caballero
Bill Ingram
Caesar Swift

Lois Deloatch
Seth Jernigan
Aubrey Zinaich-Howell

BOARD ABSENT

Monica Edwards

Brenda Howerton

STAFF PRESENT

Shelly Green

E'Vonne Coleman

Susan Amey

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

- Welcomed Durham City Council Member, Javiera Caballero, as the newest board member
- Voted to approve the minutes of the January 23 meeting (attached.)
- Voted to accept the Financial Status Report as of January 31, 2017 (attached.)
- Voted to approve the Reallocation Budget Amendment (attached.)
- Voted to accept the proposal from Winston, Williams, Creech, Evans & Company to be DCVB's auditor for the 2017-18 fiscal year.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to move into executive session as permitted by GS 143-318:(a) to consider the qualifications and fitness of an individual employee or prospective employee.
- Returned to open session at 4:40 p.m. and noted that the Executive Session was recessed and would be reconvened at a time and place agreed to by a majority of board members, following a poll of members' availability.

The meeting was adjourned at 4:40 p.m.

Respectfully Submitted,

Lois Deloatch, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, MARCH 27, 2018, 3:00 PM

BOARD PRESENT

Patrick Byker
Monica Edwards
Bill Ingram
Aubrey Zinaich-Howell

Javiera Caballero
Brenda Howerton
Seth Jernigan

Lois Deloatch
Ron Hunter
Craig Spitzer

BOARD ABSENT

Caesar Swift

STAFF PRESENT

Shelly Green

E'Vonne Coleman

Susan Amey

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

- Voted to approve the minutes of the regular and executive sessions of the February 27 meeting (attached.)
- Voted to accept the Financial Status Report as of February 28, 2018 (attached.)
- Received a report from management about plans for staff restructuring to right size the organization based on our needs and budget.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to move to executive session as permitted by GS 143-318:(a) to consider the qualifications and fitness of an individual employee or prospective employee.
- Returned to open session at 4:25 p.m. and reported the Board voted unanimously to authorize the Executive Committee to begin negotiating the terms of a contract with Susan Amey for the position of President and CEO.

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

Respectfully Submitted,

Lois Deloatch, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, APRIL 24, 2018, 3:00 PM

BOARD PRESENT

Patrick Byker
Lois Deloatch
Monica Edwards
Aubrey Zinaich-Howell

Brenda Howerton
Ron Hunter
Bill Ingram

Seth Jernigan
Craig Spitzer
Caesar Swift

BOARD ABSENT

Javiera Caballero

STAFF PRESENT

Shelly Green

E'Vonne Coleman

Susan Amey

Cara Rousseau

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

- Voted to approve the minutes of the Regular and Executive Session Meeting of March 27 (attached.)
- Voted to accept the Financial Status Report as of March 31, 2018 (attached.)
- Discussed a process for negotiating an employment contract with Susan Amey.
- Conducted the first reading of the 2018-19 budget. (No action taken.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Received a report on the new partnership pilot program.
- Reviewed and discussed a request from the CEO to do some consulting for Destination NEXT, a program of Destinations International. As there is a stipend paid, Ms. Green asked the board about considering a revenue split with revenue accrued to DCVB's training line item. The executive committee was authorized to further explore this idea. The board also approved the CEO engaging in consulting (keeping the stipend) if she utilizes PTO for time out of the office.

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

Respectfully Submitted,

Lois Deloatch, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, MAY 22, 2018, 3:00 PM

BOARD PRESENT

Patrick Byker
Lois Deloatch
Monica Edwards

Javiera Caballero
Ron Hunter
Bill Ingram

Seth Jernigan
Craig Spitzer
Caesar Swift

BOARD ABSENT

Brenda Howerton Aubrey Zinaich-Howell

STAFF PRESENT

Shelly Green

E'Vonne Coleman

Susan Amey

Cara Rousseau

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

- Voted to approve the minutes of the Authority Meeting of April 24 (attached.)
- Voted to accept the Financial Status Report as of April 30, 2018 (attached.)
- Conducted the second reading of the 2018-19 budget. Discussed adding an additional \$40,000 to next year's budget for staff salary increases and finding additional resources for convention services. (No action taken.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Received an overview of the 2018-19 Update to the Strategic Blueprint for Marketing Durham as a Destination (Year 2 of a 3-year plan). Voted to approve the plan.
- The Chairman reminded members that there was an Executive Committee Meeting scheduled for June 6th at DCVB.

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

Respectfully Submitted,

Lois Deloatch, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, JUNE 26, 2018, 3:00 PM

Patrick Byker
Aubrey Zinaich-Howell
Ron Hunter

Monica Edwards
Brenda Howerton
Caesar Swift
Bill Ingram

Seth Jernigan
Craig Spitzer
Lois Deloatch

BOARD ABSENT
Javiera Caballero

STAFF PRESENT

Shelly Green

Susan Amey Cara Rousseau

E'Vonne Coleman

At 3:03 p.m., Chair Seth Jernigan called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the May 22 (attached.)
- Opened the public hearing on the 2018-19 Budget. With no guests wishing to speak, the public hearing was closed.
- Voted to adopt the FY 2018-19 Budget (attached).
- Voted to accept the Financial Status Report as of May 31, 2018 (attached.)
- The Chair reported that the nominating committee recommended the following Slate of Officers for 2018-19:
 - Chair, Craig Spitzer
 - Vice-Chair, Lois Deloatch
 - Secretary-Treasurer, Patrick Byker
 - Immediate Past Chair, Seth Jernigan

The board voted unanimously to approve the slate of officers.

- The Chair also reported that the Executive Committee had met to discuss the CEO-Elect's contract. The committee had received input on the contract from our attorney and now we were waiting for benchmark compensation data from the Destinations International Salary Survey for the next step.
- Voted to recommend Aubrey Zinaich-Howell and Caesar Swift to their respective appointing bodies for another term on DCVB's board.
- Voted to approve bank resolutions and signature cards with names of new officers.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Received an update on the Tourism Master Plan and discussed possible steering committee members.
- Voted to adopt Discover Durham as a trade/DBA name for DCVB with the official change taking place this fall.

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

Respectfully Submitted,

Lois Deloatch, Secretary/Treasurer

