



FISCAL YEAR 2023-2024
MINUTES



Minutes

Discover Durham
Tourism Development Authority

NO MEETING IN JULY



Draft Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, August 22, 2023
3:00 p.m.

Board Present

Carlos Rubio	John Brown	Aubrey Zinaich
Prerna Desai	Leonardo Williams	Jennings Brody

Staff Present

Susan Amey	Tony Hall		
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At 3:03 pm Secretary/Treasurer Carlos Rubio called the meeting to order.

The TDA approved the June 2023 meeting minutes, the unaudited FY23 year-end financials, and the unaudited July financials.

Staff members presented year-end reports on three sections of the Blueprint: Advocacy, Sports, and Operations. (The remaining sections are to be presented in September.)

With only six board members in attendance the board elected not to take a board group photo.

At 4:10 pm Secretary/Treasurer Carlos Rubio adjourned the meeting to allow board members to join staff in the Visitor Info Center for the planned social.

Respectfully Submitted,

Carlos Rubio, Secretary/Treasurer

DISCOVER DURHAM
212 W Main Street, Suite 101
Durham, NC 27701
TF: (800) 446-8604
W: discoverdurham.com



Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, September 26, 2023
3:00 p.m.

Board Present

Daniel Edwards	Tom Lubbe	Jennings Brody
Prerna Desai	Barry Van Deman	Wendy Jacobs
John Brown		

Staff Present

Susan Amey	Cara Rousseau	Tony Hall	
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Chair Daniel Edwards called to order at 3:08 p.m. Jay Sharpe with Sharpe Patel provided the results of a clean annual audit. Fieldwork has been completed, financial statements have been prepared, and waiting on approval to submit to the Local Government Commission for review and approval. The TDA approved the results of the audit.

The TDA approved the August, 2023 meeting minutes and the unaudited August financials.

Staff presented a proposed FY24 budget amendment, which the TDA approved.

The President's Report highlighted takeaways from a recent Inter-city visit to Indianapolis. Discussed what to expect at the Destination Master Plan visioning workshop that is scheduled for Oct. 3. Susan updated the group on what to expect at the annual event, Destination Durham, on Oct. 2.

Tony presented the instructions on the TDA's evaluation for Susan's annual performance review.

Cara and members of the marketing team presented a year in review of leisure marketing, advertising, and research activities for FY23.

Motion to adjourn at 4:49 p.m. by Chair Edwards

Respectfully Submitted,

Carlos Rubio, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, October 24, 2023
3:00 p.m.

Board Present

Daniel Edwards	Tom Lubbe	Carlos Rubio
Wendy Jacobs	Barry Van Deman	Michael Page
Leonardo Williams	John Brown	

Staff Present

Susan Amey	Cara Rousseau	Tony Hall	
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At 3:06 pm Chair Daniel Edwards called the meeting to order. Susan Amey introduced Jada Harkins Andrews, the new Sr. Manager of Public Affairs at Discover Durham.

The TDA approved the September 2023 minutes and unaudited September financials.

The President's Report highlighted the annual event on October 2, Destination Durham: Celebrating the Power of Tourism, provided an overview of the DMP visioning workshop, and provided copies of the Tourism Impact Report for FY23.

Cara and Neil Curiel, Director of Sales, presented a year in review of sales and partnerships activities in FY23.

The TDA went into executive session at 4 pm to conduct the annual performance evaluation of the CEO.

At 4:26 pm the board returned to regular session and Vice Chair Tom Lubbe adjourned the meeting.

Respectfully Submitted,

Carlos Rubio, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, December 5, 2023
3:00 p.m.

Board Present

Daniel Edwards	Jennings Brody	Carlos Rubio
Wendy Jacobs	Barry Van Deman	Michael Page
John Brown		

Staff Present

Susan Amey	Cara Rousseau	Tony Hall	
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At 3:17 pm Chair Daniel Edwards called the meeting to order once quorum was reached.

The TDA approved the October 2023 minutes and unaudited October financials.

Morgan Moushon, Sr. Manager of Digital Marketing and Analytics, and Jonathan Lee, Director of Design and Analytics, presented YTD results for the Do It In Durham campaign.

Susan presented the current planning around the Destination Master Plan next steps. A TDA Retreat or extended January was proposed to further discuss the elements of the Plan's implementation. The TDA agreed and Discover Durham staff will follow up and schedule.

At 4:29 pm Vice Chair Tom Lubbe adjourned the meeting and the TDA joined Discover Durham staff for a holiday social on the second floor.

Respectfully Submitted,

Carlos Rubio, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, January 23, 2024
3:00 p.m.

Board Present

Daniel Edwards	Jennings Brody	Carlos Rubio
Wendy Jacobs	Barry Van Deman	Michael Page
John Brown	Javiera Caballero	Prerna Desai
Tom Lubbe		

Staff Present

Susan Amey	Cara Rousseau	Tony Hall	Samantha Kraushaar
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At 3:11 pm Vice Chair Tom Lubbe called the meeting to order once quorum was reached.

Cassandra McCauley and Shelly Green from NextFactor MMGY presented the Destination Master Plan and recommendations.

The TDA endorsed the plan as presented in a unanimous vote.

The TDA approved the December 2023 minutes and unaudited November and December 2023 financials.

Susan, Tony, and Cara presented information on the elements of implementation for the Destination Master Plan, including funding, initiatives, and planning next steps.

Discussed nonprofit consultant attending February Board meeting and other nationwide DMO nonprofit leaders joining to discuss development strategies.

At 5:40 pm Chair Daniel Edwards adjourned the meeting.

Respectfully Submitted,

Carlos Rubio, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, February 27, 2024
3:00 p.m.

Board Present			
Tom Lubbe	Carlos Rubio		John Brown
Wendy Jacobs	Barry Van Deman		Javiera Caballero
Staff Present			
Susan Amey	Cara Rousseau	Tony Hall	Samantha Kraushaar

At 3:11 pm Vice Chair Tom Lubbe called the meeting to order once quorum was reached.

Susan Amey shared updates regarding the Destination Master Plan, the status of related meetings, and upcoming related presentations.

Susan Ross and Brooke Jenkins from moss+ross presented to the Board their role, mission, and the work they are doing for Discover Durham related to nonprofit development and launch. They presented questions to the Board related to the development needs of a successful nonprofit organization that has strong leaders and community representation.

Leonard Hoops from Tourism Tomorrow Indy presented to the Board information regarding the foundation, its mission and scope, project examples and sources of funding, and basic operations and Board structure. He then engaged in a brief Q&A with the Board.

The TDA approved the January 2024 minutes and January 2024 unaudited financials.

Susan alerted the board about two vacancies (Aubrey's and Michael's seats) and that we're beginning the recruitment process for new members.

The Board briefly reviewed the 2024-25 Draft CEO Goals and will revisit the topic next month when more members are present.

At 4:47 pm Vice Chair Tom Lubbe adjourned the meeting.

Respectfully Submitted,
Carlos Rubio, Secretary/Treasurer



Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, March 26, 2023
3:00 p.m.

Board Present

Tom Lubbe	Carlos Rubio	John Brown
Prerna Desai	Barry Van Deman	Jennings Brody

Staff Present

Susan Amey	Cara Rousseau	Tony Hall	Samantha Kraushaar
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At 3:15 pm Vice Chair Tom Lubbe called the meeting to order. Quorum was not reached until 4:15, when Jennings agreed to join the meeting for purposes of voting on key items.

Susan shared a video of an interview she conducted with Kara Woods, Executive Director of Grand Action 2.0 in Grand Rapids, MI to provide additional examples of this work being done in other communities. Kara answered questions about the nonprofit Grand Action 2.0, which is a similar model to our proposed nonprofit.

Susan shared updates for the Destination Master Plan and the presentations and legislation requests to City Council on Thursday 3/21 and to County Legislative Agenda on Friday 3/22. Discussed funding, funding partners, and next steps based on results of legislative proposal. Board members asked questions regarding legislation.

Tony discussed the potential for the Board to review budgets for both Discover Durham and the new nonprofit during the budget approval process this year, with the latter contingent on the pending legislation change. If not, it will be a budget amendment in August if needed.

Susan reviewed the economic impact of the Durham Sports Commission and the status of the DPLEX Project and the notable benefits of collaboration and use of multiple facilities in booking conventions.

Susan discussed the two vacant board seats: the Food Service seat, and the Major Employer, University or Meeting Planner seat. Applications are currently open on the city website and the board was advised to send the link to anyone they believe would be a good fit, before April 10th.

The TDA approved the February 2024 minutes and February 2024 unaudited financials.

The TDA reviewed and approved the CEO 2024-2025 goals.

At 4:31 pm Vice Chair Tom Lubbe adjourned the meeting.

Respectfully Submitted,
Carlos Rubio, Secretary/Treasurer



Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, April 23, 2023
3:00 p.m.

Board Present

Tom Lubbe	Carlos Rubio	John Brown
Wendy Jacobs	Daniel Edwards	Javiera Caballero

Staff Present

Susan Amey	Cara Rousseau	Tony Hall	Samantha Kraushaar
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At 3:17 pm Board Chair Daniel Edwards called the meeting to order.

Susan provided an update on the Destination Master Plan and invited the board to the Town Hall meeting scheduled after the TDA meeting.

The TDA discussed applicants for the vacant Food and Beverage and Major Employer, University or Meeting Planner seats for the board. There were several strong candidates for each seat. Factoring in the candidates' qualifications, anticipated areas of contribution, and their contributions to board diversity in terms of demographics and business location, the TDA voted to recommend Sidney Coves (True Flavors) for the Food and Beverage seat with Sean Umstead (Kingfisher, Queeny's, Queenburger) as the alternate, and Crystal Taylor (The Underground Collective, Beats n Bars, Black August in the Park, The Black Farmers Market) for the Major Employer, University or Meeting Planner seat with Kai Riedl (Slingshot, Moogfest) as the alternate.

Discussion about board seats concluded with a recommendation to consider some of the candidates for the Durham Next board. The TDA discussed the potential value of expanding the number of seats on the board for food and beverage business leaders (currently one seat) given the importance of the category to Durham's hospitality community and the range of representation and contribution that could be added by including representatives of the industry from the Roxboro and Lakewood districts, along with the possibility of considering age diversity (divided into under 35, 35-55, over 55 age ranges). Susan noted that TDA board seats are defined by interlocal agreement with the city and county, which would need to be changed if we want to add seats. [Additionally, state legislation requires that at least one third of board members represent businesses that collect the occupancy tax.] This discussion should be continued in a future board meeting.

Cara presented the updates to the Discover Durham Strategic Blueprint to the board.

At 4:32 PM Vice Chair Tom Lubbe adjourned the meeting.

Respectfully Submitted,
Carlos Rubio, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, May 28, 2023
3:00 p.m.

Board Present

Tom Lubbe	Carlos Rubio	John Brown
Wendy Jacobs	Daniel Edwards	Javiera Caballero
Crystal Taylor	Sean Umstead	Barry Van Deman
Jennings Brody	Prerna Desai	

Staff Present

Susan Amey	Cara Rousseau	Tony Hall	Samantha Kraushaar
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At 3:02 PM, Chair Daniel Edwards called the meeting to order.

The TDA and staff welcomed the two new board members, Crystal Taylor and Sean Umstead, and provided introductions.

The TDA approved the April 2024 minutes and reviewed and approved the April 2024 unaudited financials.

The election of board officers for FY25 was moved to the June board meeting.

Cara opened discussion on the completed FY24-26 Strategic Blueprint. Notable additions vs. the previous plan include the addition of the Visitor Experience section and the inclusion of Durham Next in the Advocacy section. Barry Van Deman recommended expanding the DMP and Destination Next portion of the plan to include more context and explanation.

Tony discussed and reviewed the Discover Durham FY25 proposed revenue forecast and budget. No changes were requested.

Tony also shared an initial Durham Next budget demonstrating the occupancy tax funds that could be available over the next four years for use in supporting DMP initiatives, along with some initial plans for the FY25 budget that will be requested from the board once legislation has been passed. This will be presented in the fall as part of a budget amendment process.

Cara reviewed the Discover Durham Accusations Policy with the board that outlines the organization's policy when community members make accusations against a hospitality partner. After discussion, the board asked staff to consult with an attorney to review the policy.

Susan briefly introduced a discussion on the role Discover Durham could or should play in advocating for hospitality businesses around increases in crime affecting them. The board decided to move this conversation to the June meeting due to time constraints.

At 4:43 pm, Chair Daniel Edwards adjourned the meeting.

Respectfully Submitted,
Carlos Rubio, Secretary/Treasurer



Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, June 24, 2024
3:00 p.m.

Board Present

Tom Lubbe	Carlos Rubio	John Brown
Prerna Desai	Jennings Brody	Javiera Caballero
Crystal Taylor	Sean Umstead	Barry Van Deman

Staff Present

Susan Amey	Cara Rousseau	Tony Hall	Samantha Kraushaar
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At 3:06 PM, Vice Chair Tom Lubbe called the meeting to order.

The TDA voted to approve the slate of officers, which includes Tom Lubbe as chair, Carlos Rubio as vice chair, Barry Van Deman as secretary-treasurer, and Daniel Edwards as immediate past chair.

Susan provided updates on the organization's policy on accusations made against hospitality partners. The board asked staff to consult with an attorney on the organization's policy.

The TDA voted to move the September and October meetings to the third Tuesday of each respective month at 3:00 p.m. The TDA voted to approve the 2025 update to the organization's Strategic Blueprint.

Susan led a conversation on community safety and Discover Durham's role, including an update from two recent community discussions with DPD. Suggestions from the TDA included downtown water stations and restroom facilities, aggregate resources to share with downtown businesses, and talking to local businesses and organizations about how they handle community safety conversations. Discover Durham is planning a community safety symposium with local law enforcement for all Durham County hotel and venue general managers in July. After this event, we will decide whether to do a similar session for downtown restaurateurs to focus on providing tools, resources and training rather than having a discussion-focused event.

The TDA approved the May 2024 minutes and reviewed and approved the May 2024 unaudited financials.

At 3:59 p.m. the TDA opened a public hearing on the FY25 budget. The TDA closed the public hearing and voted to approve the budget for FY25.

Susan and Tony provided updates on the status of the pending Occupancy Tax Legislation.

Vice Chair Tom Lubbe adjourned the meeting at 4:25 PM.

Respectfully Submitted,
Carlos Rubio, Secretary/Treasurer