



FISCAL YEAR 2024-2025
MINUTES



Minutes

Discover Durham
Tourism Development Authority

NO MEETING IN JULY



Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, August 27, 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
Wendy Jacobs	Daniel Edwards	

Staff Present

Susan Amey	Cara Rousseau	Tony Hall	
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At 3:04 PM, Chair Tom Lubbe called the meeting to order.

The TDA voted to approve the June 2024 meeting minutes and June and July 2024 unaudited financials.

The TDA voted to approve a resolution authorizing staff to participate in NCCLASS Investment Pool, allowing us to diversify our investment strategy.

The TDA discussed and approved assigning a standing responsibility for the Vice Chair of the TDA board to sit on the board of directors of Durham Next to support ongoing alignment and communication. Carlos Rubio, the board's current vice chair, agreed to serve in that capacity.

Susan provided an update on progress on building Durham Next, and the status of securing commitments from private organizations to be founding partners to provide start-up funds. Three have expressed strong interest but none have made a firm commitment yet. Javiera Caballero and Wendy Jacobs noted that given the sacrifice our elected bodies accepted to support funding moving from the city's and county's budgets to support DMP implementation, it will be important and expected that the private sector will participate, as well. Javiera offered to play a role in those conversations if needed.

Susan requested and the TDA approved Durham Next to offer leadership and project management support for the next phase of the Durham Convention Center Project. The previously completed feasibility study and findings are slated to be presented to City Council on September 19. This authorization does not include an agreement for Discover Durham funds to be used in the project; pending City Council moving the project forward, the next steps will be to develop a plan and budget for project needs. While the scope and scale of this project are consistent with the goals of Durham Next and developing a new Convention Center is a leading recommendation of the Destination Master Plan, occupancy tax redistribution does not begin until July 2025, so additional discussion between the City and Durham Next will be needed to determine budget for the next phases of the initiative. Susan and Jina Propst, head of the City's General Services Department, have agreed to work together on the project if approved. The board also noted that the County will need to be brought into the discussion, as well, since they are co-funders of the current convention center. The board recommended that when the project does get approved for funding, it progress in clearly defined phases. There were also recommendations that efforts to create a new convention center include a commitment to providing living wage jobs, and that communication about the project remind people that the project is important in supporting local businesses and creating more revenue streams for the community.

Susan provided an update on DPLEX and the challenges associated with the public art component of the project. Board members offered to provide further recommendations and/or assistance in resolving the ongoing conflict with the artist. Susan will follow up with them.

Leadership staff of Discover Durham's marketing team and the Durham Sports Commission provided year-in-review updates on accomplishments and progress towards goals set in the Strategic Blueprint.

Chair Tom Lubbe adjourned the meeting at 4:45 PM. Afterward, Sophia Hyder Hock (Destinations International Chief Inclusion Officer) and the DD staff joined the group in the conference room for Sophia to confer DD's DMO re-accreditation with distinction certification, noting that DD is one of only 30 DMOs out of their 750 members to achieve this level of excellence.

Respectfully Submitted,
Barry Van Deman, 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 17, 2024
3:00 p.m.

Board Present

Tom Lubbe	Carlos Rubio	Barry Van Deman
Crystal Taylor	Jennings Brody	Sean Umstead
Wendy Jacobs		

Staff Present

Susan Amey	Cara Rousseau	Tony Hall	
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At 3:05 PM, Chair Tom Lubbe called the meeting to order.

Tony introduced Jane Pate, Sr. Director of Finance, and Jay Sharpe and Sarah Jones to present this year's audit. A clean audit report was presented and approved by the board.

The board voted to approve the August 2024 meeting minutes.

Tony presented the financial status reports and balance sheets for August and the board voted to approve the August 2024 unaudited financials.

Tony presented the FY25 Budget Amendment, and the board voted to pass the amended budget.

Susan reviewed the President's Report and progress toward meeting strategic objectives. The board voted to move into Executive Session to discuss matters related to conditions of employment of an individual public officer. The board later voted to close the Executive session and returned to regular session. No vote or actions were taken in the Executive Session.

Neil Curiel and Cara Rousseau presented year-in-review updates on the sales and partnerships teams on accomplishments and progress towards goals in the Strategic Blueprint.

Chair Tom Lubbe adjourned the meeting at 4:48 PM.

Respectfully Submitted,
Barry Van Deman, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, October 15, 2024
3:00 p.m.

Board Present

Tom Lubbe	Carlos Rubio	Barry Van Deman
Crystal Taylor	Javiera Caballero	Daniel Edwards
Wendy Jacobs	John Brown	

Staff Present

Susan Amey	Cara Rousseau	Tony Hall	Samantha Kraushaar
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At 3:04 PM, Chair Tom Lubbe called the meeting to order.

The Board voted to approve the September 2024 meeting minutes and September 2024 unaudited financials.

Tony presented the year-in-review updates on Operations and Susan presented the year-in-review updates on Advocacy to share the accomplishments and progress towards goals set in the Strategic Blueprint.

Susan and the Board discussed the process for the year-in-review presentations and voted to make future August TDA board meetings 30 minutes longer to share all the year-in-review presentations in one meeting.

The board decided on a Staff and Board social on December 10th after the TDA Meeting. Location TBD.

At 4:04 PM the board approved a motion to move into executive session to conduct the annual performance evaluation of the CEO.

At 4:48 PM the board voted to return to regular session and Chair Tom Lubbe adjourned the meeting.

Respectfully Submitted,
Barry Van Deman, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, December 10, 2024
3:00 p.m.

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

At 3:01 PM, Chair Tom Lubbe called the meeting to order.

The board voted to approve the October 2024 meeting minutes.

Tony presented the October financial reports, and the board voted to approve. (Tony noted an error in board book under the expense header on page 4: the budgeted amount was not \$425,158 but \$584,752.) November financials, along with December's, will be reviewed in the January meeting.

Tony reviewed staff plans for expanding space onto the fourth floor. The board agreed staying in the same building and moving forward makes sense. Tony expects to sign the lease in January.

Board and staff discussed the current status of community safety discussions. There was agreement with the staff's plans to coordinate with law enforcement and DDI to provide de-escalation training. Additional comments:

- Javiera encourages DDI and DD to attend HSAC (Homeless Services Advisory Committee) meetings. That committee should be accountable for how the city and county are handling homelessness issues. Also, could after-hour safety escorts for staff getting off work be implemented, perhaps by DDI?
- Wendy said follow up is needed on a number of levels: 1. With the DA: the small number of people causing most of the problems shouldn't be allowed to continue that. 2. There needs to be clarity on what the DA needs to prosecute so we can all follow the correct protocol to bring justice. 3. There needs to be conversation with the magistrate on their role. 4. Can DDI's BID funds be reallocated to this since it's critical to businesses right now?
- Tom noted there is improved communication with law enforcement, including a channel for communicating in real time about specific problems going on.
- Jennings said eight-ten years ago the shops on Ninth St put out unified signage on donating to homelessness services and it helped. That could be a helpful model to follow.

Durham Next Convention Center project: the project team and Hunden, the consultant who completed the initial feasibility assessment, are scheduled to present to the county commissioners February 10. Wendy suggested working with Monica Wallace to set up meetings with new commissioners in advance; can meet with multiple commissioners at once.

Susan presented her proposed CEO goals for 2025-26. The board did not request any changes; they will be submitted for board approval in January.

Sharon Williams from the City of Durham joined and presented a training on Racial Equity.

Cara presented the Love Durham campaign. Javiera suggested generating a challenge between the city council, county commissioners and school board on which can generate the most support. Wendy suggested revisiting the lip-sync contest between elected officials held in the past. Sean suggested activations could take place in front of Queenies or near Luna's.

The meeting was adjourned 4:35, to be followed by a board/staff social at Queenies

Respectfully Submitted,

Barry Van Deman, Secretary/Treasurer

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Draft Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, January 28, 2025
3:00 p.m.

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

At 3:06 PM, Chair Tom Lubbe called the meeting to order.

The board approved the Nov-Dec 2024 meeting minutes.

The board approved the November and December financial reports.

Tony and Susan discussed a proposal to discontinue tracking Morgan Street Funds as a separate component of our fund balance and roll it into the general operating fund balance. With the new legislation, it will become important to track funds available for “tourism-related” expenditures separately from those available for “tourism promotion.” The distinction historically made for the Morgan Street fund usage is overly complicating and no longer relevant, since we’re now able to set aside funds for more strategic projects. The board approved this change, and it will be reflected in future financial reports.

Susan presented proposed 2025-2026 CEO Goals. The goals were approved with the following two edits:

- Goal 2c: The advisory council initial convening date will be moved to September 2025.
- Consistency in FY language, also in 2c: Change Q3 2025 to Q1 of FY26.

Wendy asked about the limit on public private partnerships that was brought up in the RTA Annual Meeting panel discussion. Staff will research this.

Cara will be on maternity leave from March through June. Margaret Pentrack, VP of Marketing and Visitor Experience, will be joining the TDA Board meetings beginning February 25th, 2025.

Chair Tom Lubbe adjourned the meeting at 4:18pm.

Respectfully Submitted,
Barry Van Deman, Secretary/Treasurer



Draft Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, February 25, 2025
3:00 p.m.

Board Present

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

Staff Present

Susan Amey	Cara Rousseau	Tony Hall	Samantha Kraushaar
Margaret Pentrack			

At 3:01 PM, Chair Tom Lubbe called the meeting to order.

The board approved the January 2025 meeting minutes and the January financial reports.

Tony presented a proposed budget amendment, which was approved.

Tony and Susan explained the historical reason the financials have reported the Morgan St. fund balance separately from the rest of the fund balance, why the practice is no longer needed in light of the occupancy tax legislation passed in June, and why, in light of the future need to report “tourism promotion” and “tourism-related” funds and expenses separately, it would be prudent to discontinue the practice. The board approved making this change, which will be effective for the February financial reports shared in March.

Tony’s study of Local Government Commission policies identified that the board is supposed to either hire any legal counsel required for Discover Durham business directly or pass a resolution authorizing the CEO and CFO to engage legal council when needed as long as it’s disclosed at the following board meeting. Staff requested the resolution be passed authorizing the latter practice, and the board approved.

Chair Tom Lubbe adjourned the meeting at 4:16pm.

Respectfully Submitted,
Barry Van Deman, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, March 25, 2025
3:00 p.m.

Board Present

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

Staff Present

Susan Amey	Margaret Pentrack	Tony Hall	Marcus Manning
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At 3:05 PM, Chair Tom Lubbe called the meeting to order.

The board approved the February 2025 meeting minutes and the February 2025 financial reports.

Tony discussed the proposed revenue forecast for FY26 and FY27 for budget planning purposes. Given current performance and market uncertainty, the staff recommends assuming the county's occupancy tax revenue will be flat for the next two years, while DD will see one point of increase per year based on the change proscribed by the new legislation. The board agreed.

Marcus Manning presented recently completed conceptual renderings of the proposed multi-sport facility and an update on the project's status.

Chair Tom Lubbe adjourned the meeting at 4:27pm. Board members able to stay after the meeting were given a tour of the fourth-floor space the organization will be expanding into.

Respectfully Submitted,
Barry Van Deman, Secretary/Treasurer

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Draft Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, April 22, 2025
3:00 p.m.

Board Present

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

Staff Present

Susan Amey	Margaret Pentrack	Tony Hall	
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At 3:02 PM, Chair Tom Lubbe called the meeting to order.

The board voted to approve the March meeting minutes.

Tony presented the financials for March and the board approved them.

Programmatic updates

Susan discussed the need to update the Discover Durham mission statement in recognition of the organization's expanded scope of work and presented a proposed update. After discussion, the board asked to change "nationally renowned" to "world renowned" to make it more aspirational, and the new mission statement was approved.

Margaret Pentrack presented the Strategic Blueprint FY26 Highlights to the board. This is the year three of three update.

Recommended actions:

- Wendy: send CAC application to the city and county clerks to share with board and committees it makes sense to share it with
- Wendy discussed promoting Biscuits and Banjos more heavily and hopes Durham Next is more involved with festivals
- Wendy asked if we have talked to MoDH about their need to relocate and if Durham Next could assist. Also asked if MoDH staff is coming to P3 training.
- Wendy asked about brand anthem video and if it can be used more and shared more locally. Perna requested a copy to play in the lobby.
- Discussion around Bimbe and other festivals who are charging Discover Durham to have the mobile Visitor Info Center there. Javiera to talk with DPR.

- Tom suggested changing the STR report to a fiscal year basis, rather than calendar year, to align with our organization's metrics.

Chair Lubbe adjourned the meeting at 4:31 PM.

Respectfully Submitted,
Barry Van Deman, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, May 27, 2025
3:00 p.m.

Board Present

Tom Lubbe	Carlos Rubio	Barry Van Deman
Sean Umstead	Javiera Caballero	John Brown
Crystal Taylor	Wendy Jacobs	

Staff Present

Susan Amey	Margaret Pentrack	Tony Hall	
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At 3:02 PM, Chair Tom Lubbe called the meeting to order.

The board approved the April meeting minutes and April finance report.

Strategic Blueprint: the board was asked if they had any questions or portions of the Blueprint they would like to discuss, or anything they would like to see changed. They will be asked to approve it officially in June. Major changes from the previous Blueprint include the addition of a Durham Next section, expansion of the Visitor Experience portion, continued advancement in using data to refine the performance of our ad campaigns, and the plan for workplace transformation and expansion of our office footprint. Staff and board discussed a number of clarifying questions, but no changes were requested.

FY26 Proposed Budget: Staff is projecting FY26 Durham occupancy tax receipts to be flat vs FY25; the organization's budget will expand based only on receiving the additional 1% of occupancy tax.

A notable change in the expense budget is a significant decrease advertising. FY25 advertising expenditures were bolstered by a large rollover from FY24. Since the anticipated rollover of funds into FY26 is much smaller the advertising budget was returned to a level more similar to previous years.

Tony won a 10-month rent abatement agreement in the new lease, which begins when we take occupancy of the new space. While current plans call for us to move into the new space by November or December, the budget reflects the worst possible scenario in terms of budget impact so that we're likely to see a decrease in expenses based on when we are actually able to move into the new space.

While there may be minor changes in the proposed budget which will be identified in June's board materials, we don't anticipate any significant changes. The board will be asked to approve the FY26 budget formally in June.

Chair Tom Lubbe adjourned the meeting at 4:31 pm.

Respectfully Submitted,
Barry Van Deman, Secretary/Treasurer



Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, June 24, 2025
3:00 p.m.

Board Present

Tom Lubbe	Carlos Rubio	Barry Van Deman
Sean Umstead	Javiera Caballero	Crystal Taylor
Wendy Jacobs		

Staff Present

Susan Amey	Margaret Pentrack	Tony Hall	
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At 3:02 PM, Chair Tom Lubbe called the meeting to order.

The board approved the May 2025 meeting minutes and May financials.

The board approved the FY26 Strategic Blueprint which had been provided for discussion in May.

Tony Hall presented the FY26 budget for approval, noting a small change vs. the prior version shared in May. The board approved the FY26 budget. Chair Lubbe opened the public hearing on the budget; there were no members of the public in attendance, so the public hearing was closed.

FY26 Officer Election

The Executive Committee presented the slate of candidates for FY26 officer positions:

- Carlos Rubio was nominated as Board Chair
- Sean Umstead was nominated as Vice Chair
- Barry Van Deman was nominated to continue as Secretary/Treasurer

Ordinarily, Tom Lubbe would move to the immediate past chair role on the Executive Committee, but he will be retiring at the end of July. The Executive Committee proposed that Tom serve in that role until the end of the board year in October, when new board members will have been selected.

The board voted to approve the slate of officers as proposed.

Tom noted that in-person attendance at board meetings is strongly preferred for everyone, and the executive committee considered the record of in-person attendance in evaluating potential officer candidates.

Wendy Jacobs reminded the board and staff that the city and county requirements for attendance to remain on the board should be followed.

Board member recruiting: Crystal Taylor and Jennings Brody's current terms will expire in October 2025, and both have agreed to serve an additional term. John Brown's term also expires in October; we've not yet heard whether he will renew.

We will need to recruit replacements for Daniel Edwards, Prerna Desai, and Tom Lubbe. Recruitment will begin in July, and the city and county clerks will open the application process then. Applications will be reviewed by the

board to select candidates to recommend for appointment in August, and it's our usual goal to onboard the candidates in October.

December Meeting: Susan presented optional dates for the board's December meeting to accommodate the executive team attending a conference during the previously scheduled date. The board agreed on holding the meeting December 11 at the usual time.

Chair Lubbe adjourned the meeting at 3:39 PM.

Respectfully Submitted,
Barry Van Deman, Secretary/Treasurer

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