DURHAM

Convention & Visitors Bureau

FISCAL YEAR 2013-2014

MINUTES

NO MEETING HELD
JULY, 2013

MINUTES

Durham Convention & Visitors Bureau
Tourism Development Authority Board Retreat
Tuesday, August 27, 2013, 3:00 PM

Board Present

Newman Aguiar	Deanna Crossman	Ron Hunter
Summer Bicknell	Fred Foster, Jr.	Bill LeFevre
Cora Cole-McFadden	Wib Gulley	Daniel Robinson

Absent
Carl Webb

Staff Present
Shelly Green and E'Vonne Coleman-Cook

Guests
Rosemarie Kitchin, Convention Center Authority
Mark, Belot, Kelly Mertesdorf and David Sloan, McKinney

At 3:05 p.m., Chairman Gulley called the meeting to order. The Board took the following actions:

- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to approve the minutes of the June 25, 2013 meeting (attached).
- Voted to accept the Financial Status Report as of June 30 and July 31, 2013 (attached). Requested future balance sheets show a comparison to the prior year.
- Voted to approve bank resolutions and signatures cards for new officers.
- Received an update from McKinney on the visual depiction of the brand to which the board expressed its confidence in the direction.
- Reviewed the Marketing Plan and approved the goals and market segments. The board gave direction to staff on refining the strategic objectives.
- Voted to make a recommendation to the Board of County Commissioners to appoint Monica Edwards to fill the vacant seat for Limited Service Lodging.
- The chair informed the board he was putting together a taskforce to address issues surrounding the building.

The meeting was adjourned at 5:05 p.m.

Respectfully Submitted,

Deanna Crossman, Secretary/Treasurer

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MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, SEPTEMBER 24, 2013, 3:00 PM

BOARD PRESENT

Newman Aguiar	Deanna Crossman	Ron Hunter
Summer Bicknell	Monica Edwards	Bill LeFevre
Cora Cole-McFadden	Fred Foster, Jr.	Carl Webb

ABSENT

Wib Gulley and Daniel Robinson

STAFF PRESENT

Shelly Green and E'Vonne Coleman-Cook

GUESTS

Rosemarie Kitchin, Convention Center Authority

At 3:05 p.m., Chairman Aguiar called the meeting to order. The Board took the following actions:

- Introduced Monica Edwards, owner of the Morehead Manner Bed & Breakfast, newly appointed to the board representing limited service lodging.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to approve the minutes of the August 27, 2013 meeting (attached).
- Voted to accept the Financial Status Report as of August 31, 2013 (attached).
- Voted to accept the results of the Independent Financial Audit and commended management for a great job (attached.)
- Voted to approve the 3-Year (2013-16) Strategic Blueprint for Marketing Durham as a Destination.
- Assigned specific weightings to the strategic objectives (30%) and marketing goals (70%) for the President in the 2103-14 Fiscal Year to identify the focus areas (attached).
- Reviewed and discussed the upcoming Performance Evaluation of the CEO. Chairman Aguiar appointed a committee (Hunter, Cole-McFadden, Bicknell and LeFevre) to meet following this year's evaluation to look at the evaluation process.
- Recognized Carl Webb for his six years of service as a board member.
- Reviewed candidates for two open seats on DCVB's board: Retail/Transportation and Visitor Feature/ Entertainment. Due to the unusually large response, Chairman Aguiar appointed subcommittee (Gulley, Bicknell, Crossman, Edwards and Webb) to vet the applications and make recommendations at the next Board Meeting.

The meeting was adjourned at 5:05 p.m.

Respectfully Submitted,

Deanna Crossman, Secretary/Treasurer

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DURHAM
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MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, OCTOBER 22, 2013, 3:00 PM

BOARD PRESENT

Newman Aguiar	Deanna Crossman	Ron Hunter
Summer Bicknell	Monica Edwards	Bill LeFevre
Cora Cole-McFadden	Wib Gulley	Daniel Robinson

ABSENT
Fred Foster, Jr. and Carl Webb

STAFF PRESENT
Shelly Green and E'Vonne Coleman-Cook

GUESTS
Rosemarie Kitchin, Convention Center Authority

At 3:05 p.m., Chairman Aguiar called the meeting to order. The Board took the following actions:

- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to approve the minutes of the September 24, 2013 meeting (attached).
- Voted to accept the Financial Status Report as of September 30, 2013 (attached).
- Voted to recommend 3 candidates – Lois Deloatch, Mike Hill and Jodee Nimerichter - for the board seat representing Visitor Features and Entertainment to the Joint City/County Committee (Cole-McFadden abstaining).
- Voted to recommend 2 candidates – Ginny Bowman and Seth Jernigan – for the board seat representing Retail and Transportation to the Board of County Commissioners (Cole-McFadden abstaining).
- Recognized Wib Gulley for his six years of service as a board member.
- Voted to move to Executive Session at 3:45 p.m. as permitted by GS 143-318:11 (a) to discuss personnel issues.
- Voted to return to regular session at 4:40 p.m.

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

Respectfully Submitted,

Deanna Crossman, Secretary/Treasurer

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MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, DECEMBER 3, 2013, 3:00 PM

BOARD PRESENT

Newman Aguiar	Cora Cole-McFadden	Bill LeFevre
Summer Bicknell	Deanna Crossman	Daniel Robinson

ABSENT

Fred Foster, Jr. Monica Edwards Wib Gulley Ron Hunter

STAFF PRESENT

Shelly Green, Corey Bizzell and Kim Conder

At 3:05 p.m., Chairman Aguiar called the meeting to order. The Board took the following actions:

- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to approve the minutes of the October 22, 2013 meeting and executive session (attached).
- Voted to accept the Financial Status Report as of October 31, 2013 (attached).
- Received a report from the CEO Evaluation Committee and achieved consensus on the direction the committee was moving in to create a new evaluation instrument and process.
- Received a report from the Building Committee and achieved consensus that the current building needed a lot of work and was not in the best location for a visitor center. Directed staff to create a proforma showing the "buying power" DCVB would have if it elected to consider other locations and present it at the January meeting.
- Voted to approve the meeting schedule for 2014.
- Voted to approve an alternate meeting location for the February, 2014 meeting which will be the new Terminal 1 at RDU International Airport

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

Respectfully Submitted,

Deanna Crossman, Secretary/Treasurer

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JANUARY MEETING

CANCELLED DUE TO

INCLEMENT WEATHER

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MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, FEBRUARY 25, 2014, 3:00 PM
RDU TERMINAL 1

BOARD PRESENT

Newman Aguiar	Deanna Crossman	Bill LeFevre
Summer Bicknell	Monica Edwards	Carl Webb
Cora Cole-McFadden	Seth Jernigan	

BOARD ABSENT

Fred Foster, Jr.	Ron Hunter	Daniel Robinson

STAFF PRESENT

Shelly Green, E'Vonne Coleman-Cook, Corey Bizzell and Kim Conder

At 3:07 p.m., Chairman Aguiar called the meeting to order. The Board took the following actions:

- Michael Landguth, Director of RDU, welcomed the board and provided remarks.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to approve the minutes of the December 3, 2013 meeting (attached).
- Voted to accept the Financial Status Reports as of November, December 2013 and January, 2014 (attached).
- Voted to approve a midyear budget amendment (attached).
- Received an update from staff on the McKinney partnership and efforts to update the positioning DCVB uses to market and promote Durham. Requested that staff investigate whether the current community brand needs to be updated to fit better with the new positioning.
- Received a proforma from staff showing current building and maintenance costs of 101 East Morgan Street. Voted to begin looking at potential sites for relocating DCVB. Requested that staff investigate using a broker to represent their interests as the lessee and bring back recommendations to the building committee.
- Vice Chairman Bill LeFevre updated the board on progress made toward updating the CEO Evaluation process, which received consensus.
- Voted to extend for one year, the contract for the financial audit with Winston, Williams, Creech, Evans and Company with a 5% increase in cost.
- The meeting was adjourned at 4:50 p.m.
- Airport personnel provided a tour of the renovated terminal.

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

Respectfully Submitted,

Deanna Crossman, Secretary/Treasurer

DURHAM
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MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, MARCH 25, 2014, 3:00 PM

BOARD PRESENT

Newman Aguiar	Monica Edwards	Bill LeFevre
Summer Bicknell	Fred Foster, Jr.	Daniel Robinson
Cora Cole-McFadden	Ron Hunter	Carl Webb
Deanna Crossman	Seth Jernigan	

STAFF PRESENT
Shelly Green, E'Vonne Coleman-Cook, Corey Bizzell and Kim Conder

GUESTS PRESENT
Brad Schultz, Meagan McCoy, Triangle Transit Authority

At 3:05 p.m., Chairman Aguiar called the meeting to order. The Board took the following actions:

- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to approve the minutes of the February 25, 2014 meeting (attached).
- Voted to accept the Financial Status Reports as of February 2014 (attached).
- Received an update from staff on the new CRM tool that will power DCVB's database and website.
- Received an update from Brad Schultz and Meagan McCoy with Triangle Transit about the
- Durham-Orange Light Rail Transit project.
- Voted to recommend Craig Spitzer to the Durham City Council as a candidate to fill Ron Hunter's board seat representing full service lodging (Daniel Robinson and Cora Cole-McFadden abstaining).

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

Respectfully Submitted,

Deanna Crossman, Secretary/Treasurer

DURHAM
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DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, APRIL 22, 2014, 3:00 PM

BOARD PRESENT

Newman Aguiar	Monica Edwards	Bill LeFevre
Summer Bicknell	Fred Foster, Jr.	Daniel Robinson
Cora Cole-McFadden	Ron Hunter	Carl Webb
Deanna Crossman	Seth Jernigan	

ABSENT
Daniel Robinson

STAFF PRESENT
Shelly Green, E'Vonne Coleman-Cook

GUESTS PRESENT
Rosemarie Kitchin

At 3:05 p.m., Chairman Aguiar called the meeting to order. The Board took the following actions:

- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to approve the minutes of the March 25, 2014 meeting (attached).
- Voted to accept the Financial Status Reports as of March 31, 2014 (attached).
- Received a report from Bill LeFevre regarding progress on updating the CEO Review Process.
- Received a report and tentative timeline for identifying new office space. Approved moving forward on a track that targets approving a site in June and finalizing a lease by August.
- Reviewed a draft (1st reading) of the 2014-15 budget.
- Received a report from the Board Chair about the formation of a nominating committee.
- Recognized Ron Hunter for his years of service to the DCVB board.

The meeting was adjourned at 4:00 p.m.

Respectfully Submitted,

Deanna Crossman, Secretary/Treasurer

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MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, MAY 27, 2014, 3:00 PM

BOARD PRESENT

Newman Aguiar	Monica Edwards	Daniel Robinson
Cora Cole-McFadden	Seth Jernigan	Craig Spitzer
Deanna Crossman	Bill Le Fevre	Carl Webb

ABSENT

Summer Bicknell   Fred Foster

STAFF PRESENT

Shelly Green, E'Vonne Coleman-Cook, Corey Bizzell, Kim Conder

GUESTS PRESENT

Rosemarie Kitchin

At 3:10 p.m., Chairman Aguiar called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the April 22, 2014 meeting (attached).
- Accepted a report on the CEO Review process.
- Discussed progress on finding suitable space for DCVB offices and Visitor Information Center.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to accept the Financial Status Reports as of April 30, 2014 (attached).
- Reviewed a draft (2nd reading) of the 2014-15 budget.
- Received a report from the nominating committee.
- Voted to approve unanimously the slate of officers for 2014-15:
    - Bill Le Fevre, Chair
    - Summer Bicknell, Vice Chair
    - Monica Edwards, Secretary-Treasurer

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

Respectfully Submitted,

Deanna Crossman, Secretary/Treasurer

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DURHAM CONVENTION & VISITORS BUREAU

TOURISM DEVELOPMENT AUTHORITY MEETING

TUESDAY, JUNE 24, 2014, 3:00 PM

BOARD PRESENT

Newman Aguiar	Deanna Crossman	Craig Spitzer
Summer Bicknell	Monica Edwards	Daniel Robinson
Cora Cole-McFadden	Seth Jernigan	

ABSENT

Bill LeFevre, Fred Foster, Jr., Carl Webb

STAFF PRESENT

Shelly Green, E'Vonne Coleman-Cook, Corey Bizzell and Kim Conder

GUESTS

Rosemarie Kitchin, Convention Center Authority

At 3:10 p.m., Chairman Aguiar called the meeting to order. The Board took the following actions:

- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to approve the minutes of the May 27, 2014 meeting (attached).
- Voted to accept the Financial Status Report as of May 31, 2014 (attached).
- Election of Officers for 2014-15
- Approved 2014-15 Budget

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

Respectfully Submitted,

Deanna Crossman, Secretary/Treasurer