



Carrboro Tourism Development Authority

MINUTES of the January 6, 2019

MEMBERS PRESENT: Chairman Donald Strickland, Dan Mayer, and Wendy Smith

STAFF PRESENT: Annette Stone, Staff Liaison

OTHERS PRESENT: Katie Loovis, Staff Liaison to the Carrboro Business Alliance

1. Consider Minutes of the December 2, 2019 meeting

There was a motion by Mayer and seconded by Smith to approve the minutes of the December 2, 2019 meeting. Motion carried.

2. Report from the Finance Director

The Finance Director was not present at the meeting but asked staff to relay that he would be preparing a schedule for the upcoming budget season soon and report to the TDA in February.

3. Update on the MOU for website and creative development

Katie Loovis was on hand to discuss the recently signed Memorandum of Understanding between the Carrboro Business Alliance and the Carrboro Tourism Development Authority. Loovis stated in the beginning phase will be research of nearby communities and best practices for identifying and attracting visitors to the community, content strategy, key messages, etc. She reviewed a report from the Orange County Visitors Bureau that looked at visitor's perception of the area and what the CHOCVB was doing to utilize this data.

The meeting adjourned at 4 p.m.