



FISCAL YEAR 2021-2022
MINUTES



Minutes

Discover Durham
Tourism Development Authority

NO MEETING IN JULY



Draft Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, August 24, 2021,
3:00 p.m.

Board Present

Aubrey Zinaich	Lois Deloatch	Caesar Swift
Jennings Brody	Barry Van Deman	Wendy Jacobs
Javiera Caballero	Michael Page	Tom Lubbe
Daniel Edwards		

Staff Present

Susan Amey	Cara Rousseau	Parmod Chandna	
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At 3:03 p.m. Chair Aubrey Zinaich called the meeting to order. The Board took the following actions:

- Approved the minutes of the June 2021 meeting
- Reviewed and approved the unaudited June 2021 end of year financial status report
- Reviewed and approved the July 2021 financial status report
- Internal control policy amendment reviewed and approved
 - Board approved the recommended changes to the organization’s internal control policy as included in the Appendix to the August board packet. Of particular note, the board approved the staff recommendation not to have new board officers sign bank signatory cards each year, since all required signatures are now completed electronically.
- Forecast outlook
 - Conversation around venues and restaurants requiring proof of vaccination for entry
 - Review of occupancy tax revenue projections
- Full-service Lodging Board open seat
 - Caesar Swift’s second term will be completed after the October meeting
 - Board reviewed application from Carlos Rubio and voted to recommend his appointment to the TDA to the city council.

- The board will be asked to complete annual conflict of interest forms electronically. These will be sent out by Jamie Palmer.
- Project updates
 - RRTF/Back on the Bull
 - Rediscover Durham integrated sales and marketing campaign
 - Hospitality workforce initiatives
 - Durham Convention & Arts Complex
 - Vaccination support / outreach
- Destination Master Plan
 - Susan Amey noted that we will consider recommending a restart of the Destination Master Plan project later in the year for the following reasons:
 - Discussions about the sports facility are focused on land owned by the city and county near the Durham Stadium; this location may lend itself to a broader “district” concept, embracing Rock Quarry Park and the Museum of Life and Science. A DMP could aid in defining the scope and opportunity.
 - Downtown Durham Inc. is considering requesting ARP funds to complete a study on the use of downtown spaces that could have significant overlap with the exploration envisioned by the DMP. Included in both projects could be an assessment of the community’s future needs for conference space. We are exploring the potential for combining efforts on the anticipated studies.
 - A current limitation is that while we’ve set aside funds for the DMP consultants, our FY22 budget does not include the needed project management support for this effort, although we’re hopeful revenue will grow faster than budget this year and allow more flexibility in spending.

The meeting was adjourned at approximately 4:32 p.m.

Respectfully Submitted,

Barry Van Deman, Secretary/Treasurer

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Draft Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, September 28, 2021
3:00 p.m.

Table with 3 columns and 4 rows listing Board Present members: Aubrey Zinaich, Lois Deloatch, Caesar Swift, Ron Hunter, Barry Van Deman, Wendy Jacobs, Jennings Brody, Michael Page, Tom Lubbe, Daniel Edwards.

Table with 4 columns listing Staff Present members: Susan Amey, Cara Rousseau, Parmod Chandna, Marcus Manning.

At 3:01 p.m., Chair Aubrey Zinaich called the meeting to order. The Board took the following actions:

- Approved the FY21 audit following a presentation of the audit by Jay Sharpe of Sharpe Patel
Approved the minutes of the August 2021 meeting
Reviewed and approved the August 2021 financial status report
Agreed to scheduling the Nov/Dec TDA meeting on November 30, 2021
Ron Hunter is retiring and Aubrey will align with the executive committee on needed changes to the executive committee. (Mr. Hunter will stay on the board through October)
Marcus Manning, executive director of the Durham Sports Commission, presented on the plan for the sports facility project and sports tourism opportunities.
Reviewed President's Report and opened for any questions.
Reviewed the CEO evaluation process. Board members will receive an email link to the survey tomorrow (September 29).
Moved into executive session at 4:22 pm as permitted by GS 143-318:11 (a) to consider the conditions of appointment of an individual public officer.
Upon completion of executive session, returned to regular session at adjourned at 4:30.

Respectfully Submitted,

Barry Van Deman, Secretary/Treasurer

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NO MEETING IN NOVEMBER