



**DURHAM CONVENTION
& VISITORS BUREAU**

FISCAL YEAR 2018-2019

MINUTES

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING

NO MEETING IN JULY

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, AUGUST 28, 2018, 3:00 PM

BOARD PRESENT

Patrick Byker
Aubrey Zinaich-Howell
Ron Hunter
Bill Ingram

Monica Edwards
Brenda Howerton
Caesar Swift
Javiera Caballero

Seth Jernigan
Craig Spitzer
Lois Deloatch

STAFF PRESENT

Shelly Green

Susan Amey

Cara Rousseau

E'Vonne Coleman

At 3:05 p.m., Vice Chair Lois Deloatch called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the June 26 meeting (attached.)
- Voted to accept the Financial Status Report as of June 30, and July 31, 2018 (attached.)
- Reviewed and signed (annual) Conflict of Interest forms.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to move the November/December meeting to November 27, 2018.
- Discussed the Tourism Master Plan and nominated a few additional steering committee members. The board agreed Ms. Green should take the recommendations into consideration but to also ensure the final group was diverse and one that adequately represented our community in age, gender and ethnicity. The board also agreed to hear a presentation from John Lambeth with Civitas on a potential way of funding outcomes of the Tourism Master Plan.
- Received an update on the new Durham positioning, brand promise and corporate and product logos.
- Voted to move to Executive Session as permitted by GS 143-318:11 (a) (6) to hear or investigate a complaint, charge, or grievance by or against an individual public officer or employee.
- Returned to regular session and reported the board received a report from management and took no additional action.

The meeting was adjourned at 4:10 p.m.

Respectfully Submitted,

Patrick Byker, Secretary/Treasurer

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, SEPTEMBER 25, 2018, 3:00 PM

BOARD PRESENT

Javiera Caballero
Aubrey Zinaich
Ron Hunter

Monica Edwards
Brenda Howerton
Caesar Swift
Bill Ingram

Seth Jernigan
Craig Spitzer
Lois Deloatch

BOARD ABSENT

Patrick Byker

STAFF PRESENT

Shelly Green

Susan Amey Cara Rousseau

E'Vonne Coleman

At 3:03 p.m., Chair Craig Spitzer called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the August 28th regular and executive session meetings (attached.)
- Voted to accept the Financial Status Report as of August 31, 2018 (attached.)
- Received a presentation from Alex Elliott with the audit firm Winston, Williams, Creech, Evans & Company. DCVB received an unmodified opinion (clean audit) with no management letter or request for improvements to internal controls.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Received a presentation on Tourism Improvement Districts from John Lambeth with Civitas. No action was taken, and the board will discuss further at the next meeting.

The meeting was adjourned at 4:30 p.m.

Respectfully Submitted,

Patrick Byker, Secretary/Treasurer



MINUTES

DISCOVER DURHAM BOARD MEETING
A TOURISM DEVELOPMENT AUTHORITY
TUESDAY, OCTOBER 23, 2018, 3:00 PM

BOARD PRESENT

Javiera Caballero
Aubrey Zinaich
Ron Hunter

Patrick Byker
Brenda Howerton
Caesar Swift

Bill Ingram
Craig Spitzer

BOARD ABSENT

Monica Edwards

Seth Jernigan

Lois Deloatch

At 3:03 p.m., Chair Craig Spitzer called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the September 25th meeting (attached.)
- Continued discussion of Tourism Improvement Districts and endorsed exploring this funding mechanism legislatively with the NC Travel & Tourism Coalition.
- Voted to accept the Financial Status Report as of September 30, 2018 (attached.)
- Voted to extend a 2-year contract (with an optional renewal of one additional year) to Rives & Associates to serve as auditor.
- Voted to approve a resolution to open a new bank account at the Latino Community Credit Union for the Durham 150 project with signers Shelly Green and Patrick Byker from Discover Durham and Patrick Mucklow and Vicky Garcia from the Museum of Durham History.
- Reviewed and discussed Ike Smart City Kiosks. Patrick Byker announced he had a conflict of interest since his firm was representing the company and left the room during the presentation and discussion. The Board saw no issues moving forward with the project.
- Discussed plans to close Blackwell Street at the Blackwell-Corcoran crossing for the light rail project. Agreed to invite John Tallmadge from Go Triangle to the next meeting for a presentation and discussion.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to move to Executive Session as permitted by GS 143-318:11 (a) to conduct the annual performance review of the President & CEO.
- Voted to return to regular session at 4:40 p.m. Reported that the board conducted its annual review of the CEO and voted to award a \$15,000 performance bonus for the past year plus a 2% COLA increase to compensation beginning January 1, 2019.
- Voted to pay back wages to staff who voluntarily reduced their salaries during the previous economic downturn.

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

Respectfully Submitted,

Patrick Byker, Secretary/Treasurer



MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, NOVEMBER 27, 2018, 3:00 PM

BOARD PRESENT

Patrick Byker
Aubrey Zinaich-Howell
Ron Hunter

Monica Edwards
Craig Spitzer
Caesar Swift
Bill Ingram

Seth Jernigan
Javiera Caballero
Lois Deloatch

STAFF PRESENT

Shelly Green

Susan Amey Cara Rousseau

E'Vonne Coleman

At 3:03 p.m. Chair Craig Spitzer called the meeting to order. The Board took the following actions:

- Voted to approve the minutes and Executive Session minutes of the October 23rd meeting. (attached).
- Voted to approve the Financial Status report as of October 31, 2018. (attached)
- Voted to approve the Financial Policies for Durham 150 (attached.)
- Received a presentation from John Talmadge, Go Triangle, about the Durham/Orange Light Rail Project. Discussed the implications for visitors and voted to direct the President to draft a letter from Discover Durham capturing the sentiment of the Board and to circulate the letter to the board in advance for comments.(attached)
- Reviewed, discussed and accepted the President's Progress Report.
- Voted to move to Executive Session as permitted by GS 143-318:11 (a) to consider the conditions of initial employment of an individual public officer.
- Voted to return to regular session at 5:25 p.m. Reported that the Board voted unanimously to empower the Executive Committee to finalize the details of Susan Amey's employment agreement with the assistance of legal counsel and to negotiate compensation arrangements with Susan.

The meeting was adjourned at 5:27 p.m.

Respectfully Submitted,

Patrick Byker, Secretary/Treasurer

DISCOVER DURHAM

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MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, JANUARY 22, 2019, 3:00 PM

BOARD PRESENT

Patrick Byker
Aubrey Zinaich-Howell
Ron Hunter

Monica Edwards
Craig Spitzer
Caesar Swift
Bill Ingram

Seth Jernigan
Javiera Caballero
Lois Deloatch

STAFF PRESENT

Shelly Green

Susan Amey Cara Rousseau

E'Vonne Coleman

At 3:05 p.m. Chair Craig Spitzer called the meeting to order. The Board took the following actions:

- Voted to approve the minutes and Executive Session minutes of the November 27th meeting. (attached).
- Voted to approve the Financial Status reports as of November 30 and December 31, 2018. (attached)
- Voted to approve a (Reallocation) Budget Amendment (attached.)
- Received a presentation from staff about the Durham150/Sesquicentennial project.
- Reviewed, discussed and accepted the President's Progress Report.
- Confirmed attendance at the upcoming Chamber of Commerce annual meeting and Samuel DuBois Cook Society Award dinner.
- Voted to move to Executive Session as permitted by GS 143-318:11 (a) to consider the conditions of initial employment of an individual public officer.
- Voted to return to regular session at 4:11 p.m. and reported that no action was taken.

The meeting was adjourned at 4:12 p.m.

Respectfully Submitted,

Patrick Byker, Secretary/Treasurer



MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, FEBRUARY 22, 2019, 3:00 PM

BOARD PRESENT

Patrick Byker
Aubrey Zinaich-Howell
Ron Hunter

Monica Edwards
Craig Spitzer
Caesar Swift
Bill Ingram

Seth Jernigan
Javiera Caballero
Lois Deloatch

STAFF PRESENT

Shelly Green

Susan Amey Cara Rousseau

E'Vonne Coleman

At 3:00 p.m. Chair Craig Spitzer called the meeting to order. The Board took the following actions:

- Voted to approve the minutes and Executive Session minutes of the January 22nd meeting. (attached).
- Voted to approve the Financial Status reports as of January 31, 2019. (attached)
- Discussed using fund balance appropriations for the FY20 budget for three uses: unfinished projects (moving forward funds that were budgeted in the current year to the next year when invoices will actually be paid), any special projects the board approves as uses from the Morgan Street Building funds, and for overlapping salaries of the retiring CEO and COO so as not to have to take dollars away from sales and marketing initiatives to ensure a smooth transition of these senior leadership positions. The board did not vote on this but approved it in concept, which was requested by staff as they build the FY20 budget.
- Reviewed, discussed and accepted the President's Progress Report.
- Discussed succession, transition and priorities over the next 4 months as we move toward the July 1st transition of CEO. The board voted unanimously to put the Tourism Master Plan on hold for now.

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

Respectfully Submitted,

Patrick Byker, Secretary/Treasurer



MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, MARCH 26, 2019, 3:00 PM

BOARD PRESENT

Patrick Byker
Aubrey Zinaich-Howell
Caesar Swift

Monica Edwards
Craig Spitzer
Bill Ingram

Seth Jernigan
Ron Hunter

BOARD ABSENT

Javiera Caballero

Brenda Howerton

Lois Deloatch

STAFF PRESENT

Shelly Green

Susan Amey Cara Rousseau

E'Vonne Coleman

At 3:01 p.m. Chair Craig Spitzer called the meeting to order. The Board took the following actions:

- Voted to approve the minutes of the February 26th meeting. (attached)
- Voted to approve the Financial Status report as of February 28, 2019. (attached)
- Previewed the spring Advertising campaign and an executive summary of the Strategic Blueprint for Marketing Durham as a Destination.
- Discussed Discover Durham's role in workforce initiative (no action taken). Additional items added to the list under consideration include:
 - Working with DPS, Made in Durham and others to create an interest and desire in hospitality by students while they are in school rather than focusing on job placement programs that place them in hospitality jobs when they have no interest.
 - Focusing not just on employer needs but in creating opportunities for students to learn in the field so they develop and interest and passion at a young age. Consider reviving Durham Careers in Hospitality.
 - Mobilizing and organizing for robust participation in all career fairs and similar opportunities in the schools.
 - Partnering with other agencies to overcome obstacles such as clothing, transportation, child care, drug tests, etc.

DISCOVER DURHAM

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- Doing our part to ensure credentials that are offered are valuable and valued, and that we are encouraging students to work toward credentials and finishing these programs.
- Reviewed, discussed and accepted the President's Progress Report.

The meeting was adjourned at 4:10 p.m.

Respectfully Submitted,

Patrick Byker, Secretary/Treasurer