



FISCAL YEAR 2014-2015

MINUTES

MINUTES

Durham Convention & Visitors Bureau
Tourism Development Authority Meeting
101 East Morgan Street
Tuesday, August 28, 2012, 3:00 PM

Summer Bicknell	<u>Board Present</u>	
Cora Cole-McFadden	Brenda Howerton	Scott Selig
Deanna Crossman	Ron Hunter	Mary Simpson
Wib Gulley	Bill LeFevre	Carl Webb

Board Absent
Newman Aguiar

	<u>Staff Present</u>	
Shelly Green		E'Vonne Coleman-Cook

Guests
Rosemarie Kitchin, Convention Center Authority
Michael Landguth and Teresa Damiano, Raleigh-Durham International Airport

At 3:10 p.m., Chairman Wib Gulley called the meeting to order. Newman Aguiar was excused for business reasons. The Board took the following actions:

- Reviewed, discussed and accepted the Presidents Progress Report (attached).
- Voted to approve the minutes of the June 26, 2012 meeting (attached).
- Voted to accept the Financial Status Report as of June 30 & July 31, 2012 (attached).
- Heard remarks from invited Guest, Michael Landguth and Teresa Damiano, Raleigh-Durham International Airport
- Approved a resolution from M&F Bank to authorize wire transfer agreements. This is now an annual requirement of M & F Bank and is incumbent on using the controls in place as per the Financial Policy.
- Voted to authorize the President to send a letter of support for the [Durham-Orange Light Rail Transit Project](#) (attached).
- Received an update on legislative and administrative issues regarding ownership of 101 East Morgan Street.
- Reviewed, discussed and voted to approve the recommendations from the CEO Evaluation Committee (attached). Requested staff review evaluation forms used for other public officials in the future.
- Commended the CEO for her participation in the CEO Sleep Out, a United Way fundraising event for homelessness.

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

Respectfully Submitted,



Deanna Crossman
Secretary/Treasurer

MINUTES

Durham Convention & Visitors Bureau
Tourism Development Authority Meeting
101 East Morgan Street
Tuesday, September 25, 2012, 3:00 PM

Newman Aguiar
Summer Bicknell
Cora Cole-McFadden
Deanna Crossman

Board Present

Wib Gulley
Brenda Howerton
Ron Hunter

Bill LeFevre
Scott Selig
Carl Webb

Board Absent

Mary Simpson

Staff Present

Shelly Green

E'Vonne Coleman-Cook

Guests

Tom Bonfield, Durham City Manager

At 3:10 p.m., Chairman Wib Gulley called the meeting to order. Mary Simpson was excused for business reasons. The Board took the following actions:

- Received remarks from invited guest, Tom Bonfield, Durham City Manager.
- Reviewed, discussed and accepted the Presidents Progress Report (attached).
- Voted to approve the minutes of the August 28, 2012 meeting (attached).
- Voted to accept the Financial Status Report as of August 31, 2012 (attached).
- Reviewed and discussed the CEO Evaluation Process.

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

Respectfully Submitted,



Deanna Crossman
Secretary/Treasurer

MINUTES

Durham Convention & Visitors Bureau
Tourism Development Authority Meeting
101 East Morgan Street
Tuesday, October 23, 2012, 3:00 PM

Board Present

Newman Aguiar
Summer Bicknell
Cora Cole-McFadden
Deanna Crossman

Wib Gulley
Scott Selig
Ron Hunter

Bill LeFevre
Carl Web
Mary Simpson

Board Absent
Brenda Howerton

Staff Present

Shelly Green

E'Vonne Coleman-Cook

Guests

James P. Winston II, CPA, Winston, Williams, Creech, Evans & Company

At 3:05 p.m., Chairman Wib Gulley called the meeting to order. Brenda Howerton was excused for business reasons. The Board took the following actions:

- Received a financial report on the 2011-12 fiscal year from independent auditor, James Winston. The board reviewed, discussed and accepted the accompanying Annual Independent Financial Audit with their thanks to the auditor and kudos to staff (attached.)
- Requested staff bring back to the board at a future date a plan to reach the goal of having a 16% cash reserve.
- Reviewed, discussed and accepted the Presidents Progress Report (attached).
- Requested staff follow up with the board regarding linkage on the new County website.
- Voted to approve the minutes of the September 25, 2012 meeting (attached).
- Voted to accept the Financial Status Report as of September 30, 2012 (attached).
- Voted to accept the revised Financial Status Reports for July and August, 2012 showing the actual balance forward. (attached.)
- Approved a resolution to move \$24,000 from fund balance for a 2% average increase to staff salaries.
- Discussed applications and issues regarding board members to represent lodging. Defer action to the next board meeting.
- Reviewed and discussed the CEO Evaluation Process.

The meeting was adjourned at 4:20 p.m.

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer

MINUTES

Durham Convention & Visitors Bureau
Tourism Development Authority Meeting
101 East Morgan Street
Tuesday, December 4, 2012, 3:00 PM

	<u>Board Present</u>	
Newman Aguiar	Wib Gulley	Bill LeFevre
Summer Bicknell	Brenda Howerton	Carl Webb
Deanna Crossman	Ron Hunter	

Board Absent
Cora Cole-McFadden

	<u>Staff Present</u>	
Shelly Green		E'Vonne Coleman-Cook

	<u>Guests</u>	
Joel Reitzer	Rosemarie Kitchin	Dawn Paffenroth

At 3:10 p.m., Chairman Wib Gulley called the meeting to order. Cora Cole-McFadden was excused for personal reasons. The Board took the following actions:

- Reviewed, discussed and accepted the Presidents Progress Report (attached).
- Voted to approve the minutes of the October 23, 2012 meeting (attached).
- Voted to accept the Financial Status Report as of October 31, 2012 (attached).
- Voted, with an abstention by Brenda Howerton, to recommend to the Board of County Commissioners the following members for DCVBs board: Daniel Robinson to represent Full Service Lodging and Joe Varipapa for Limited Service Lodging.
- Discussed the use of trade certificates and decided not to establish a policy for the disposition of certificates nearing expiration.
- Accepted the proposed for 2013 meeting dates (attached).
- Voted to move to executive session as permitted by GS 143-318: (a) to discuss personnel issues (Performance review of the CEO.)
- Voted to return to regular session.
- Discussed re-evaluating the performance review system.

The meeting was adjourned at 4:55 p.m.

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer

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Durham Convention & Visitors Bureau
Tourism Development Authority Meeting
101 East Morgan Street
Tuesday, January 22, 2013, 3:00 PM

	<u>Board Present</u>	
Newman Aguiar	Deanna Crossman	Bill LeFevre
Summer Bicknell	Fred Foster, Jr.	Carl Web
Cora Cole-McFadden	Wib Gulley	
	<u>Board Absent</u>	
	Ron Hunter	
	<u>Staff Present</u>	
	Shelly Green	
	<u>Guests</u>	
Joe Varipapa	Rosemarie Kitchin	Dawn Paffenroth

At 3:10 p.m., Chairman Wib Gulley called the meeting to order. Ron Hunter was excused for business reasons. The Board took the following actions:

- Voted to approve the minutes and the Executive Committee minutes of the December 4, 2012 meeting (attached).
- Reviewed, discussed and accepted the Presidents Progress Report (attached).
- Received remarks from invited guest, Jen Noble, General Manager, Durham Convention Center.
- Voted to accept the Financial Status Reports as of November 30 and December 31, 2012 (attached).
- Reviewed, discussed and voted to approve the reallocation budget (attached).
- Discussed options for a retreat and agreed to schedule it for March 26, 2013, from 3:00 p.m. – 7:00 p.m. at the King's Daughter's Inn. The retreat will include a working dinner, facilitated discussion regarding strategic initiatives and a presentation by McKinney regarding the new strategic platform for marketing Durham as a visitor destination.

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

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer

MINUTES

Durham Convention & Visitors Bureau
Tourism Development Authority Meeting
101 East Morgan Street
Tuesday, February 26, 2013, 3:00 PM

Board Present

Newman Aguiar
Daniel Robinson

Deanna Crossman
Fred Foster, Jr.
Cora Cole-McFadden

Bill LeFevre
Carl Webb

Board Absent

Ron Hunter

Wib Gulley

Summer Bicknell

Staff Present

Shelly Green and Kim Conder

Guests

Rosemarie Kitchin

Mark Belot

Kelly Mertesdorf

At 3:10 p.m., Vice Chairman Newman Aguiar called the meeting to order. Ron Hunter and Wib Gulley were excused for business reasons and Summer Bicknell was excused for medical reasons. Joe Varipapa called to advise the board that he accepted a new hotel position in Greensboro and would need to resign from the board.

The Board took the following actions:

- Voted to approve the minutes of the January 22, 2013 meeting (attached).
- Received remarks from invited guests Mark Belot and Kelly Mertesdorf with McKinney. Discussed progress on the branding and positioning work being done.
- Reviewed, discussed and accepted the Presidents Progress Report (attached).
- Voted to accept the Financial Status Reports as of January 31, 2013 (attached).
- Reminded the board that a retreat has been scheduled for March 26, 2013, from 3:00 p.m. – 7:00 p.m. at the King's Daughter's Inn. The retreat will include a working dinner, facilitated discussion regarding strategic initiatives and a presentation by McKinney regarding the new strategic platform for marketing Durham as a visitor destination.

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

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer

MINUTES

Durham Convention & Visitors Bureau
Tourism Development Authority Board Retreat – Part 1
Tuesday, March 26, 2013, 3:00 PM
The King's Daughters Inn

Board Present

Newman Aguiar
Wib Gulley
Cora Cole-McFadden

Bill LeFevre
Daniel Robinson
Ron Hunter

Summer Bicknell
Deanna Crossman
Carl Webb

Staff Present

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

Guests

Ted Abernathy, Facilitator, Southern Growth Policies Board;
Rosemarie Kitchin, Dick Ford and Dawn Paffenroth, Durham Convention Center Authority;
Walt Barron, Mark Belot, Philip Marchington and Kelly Mertesdorf, McKinney

At 3:15 p.m., Chairman Gulley called the meeting to order.

The Board took the following actions:

- Reviewed the purpose of the retreat and goals to be accomplished.
- Received information from staff at McKinney regarding the new brand for Durham.
- Discussed realities about Durham as they exist today including things that make DCVB's job harder and easier.
- Discussed the role the board would like to see DCVB play in the visitor landscape over the next 3-5 years.
- The chairman thanked Deanna and The King's Daughters Inn for hosting the meeting.
- The meeting was adjourned at 6:15 p.m.

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer

MINUTES

Durham Convention & Visitors Bureau
Tourism Development Authority Board Meeting
Tuesday, April 23, 2013, 3:00 PM

Board Present

Newman Aguiar
Summer Bicknell
Cora Cole-McFadden
Deanna Crossman

Fred Foster, Jr.
Wib Gulley
Ron Hunter

Bill LeFevre
Daniel Robinson
Carl Webb

Staff Present

Shelly Green and E'Vonne Coleman-Cook

Guests

no guests were present

At 3:05 p.m., Chairman Gulley called the meeting to order.

The Board took the following actions:

- Voted to approve the minutes of the February 26, 2013 meeting (attached).
- Reviewed items discussed at part one of the board retreat and confirmed part two of the retreat would be held on May 16th.
- Reviewed, discussed and accepted the Presidents Progress Report (attached).
- Voted to accept the Financial Status Reports as of February 28 and March 31, 2013 (attached).
- Reviewed the draft 2013-14 budget.
- Discussed and approved a revised schedule for the new marketing plan, with a target completion date of September, 2013.

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

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer

MINUTES

Durham Convention & Visitors Bureau
Tourism Development Authority Board Retreat – Part 2
Thursday, May 16, 2013, 10:00 AM
The Radisson Research Triangle Park

Board Present

Newman Aguiar
Wib Gulley
Fred Foster, Jr.

Bill LeFevre
Daniel Robinson
Ron Hunter

Summer Bicknell
Deanna Crossman

Staff Present

Shelly Green and E'Vonne Coleman-Cook

Guests

Ted Abernathy, Facilitator, Southern Growth Policies Board, Rosemarie Kitchin, Durham Convention Center Authority

At 10:10 a.m., Chairman Gulley called the meeting to order.

The Board took the following actions:

- Reviewed the purpose of the retreat and goals to be accomplished.
- Confirmed that using a broad mix of marketing strategies appropriate for the resources we have is an effective way to do DCVB's work.
- Confirmed that people are an important resource in doing our work and that DCVB should continue to invest in personnel to do its primary functions. The board also agreed that outsourcing some of its non-mission critical work is fine when it is cost-efficient to do so.
- Confirmed that it is important for DCVB to represent all geographic parts of Durham and all of the businesses and organizations located here.
- Discussed identifying target market segments and agreed that DCVB does not have the resources to underwrite specific events and market segments. A lot of sentiment was expressed about this being inevitable and a requirement in certain market segments, but the board agreed that doing so would not yield a positive return on investment. The Board also specified that it would like to revisit this in the context of establishing marketing segments in the new marketing plan.
- The board agreed that it wanted to look at the allocation of its CEOs time and efforts as the marketing plan was completed. There was consensus that more of her time should be devoted to advocacy and product development. This will be finalized as the marketing and strategic plans are completed.

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Durham Convention & Visitors Bureau
Tourism Development Authority Board Retreat – Part 2, Page 2

- The board agreed that its financial resources were less than adequate to get the job done. After discussing increasing participation and financial resources from the private sector, it was agreed this should be done very cautiously—if at all—in order to maintain its impartiality and broad mission.
- The board agreed it needed to engage in conversation about a long-term strategy for increasing public sector resources.
- There was no consensus reached on the direction DCVB should move in regarding its physical location, other than that it should be Downtown. The President was encouraged to do more due diligence on this with help from professionals who knew the landscape.
- The chairperson thanked Ron Hunter and The Radisson Research Triangle Park for hosting the meeting.
- The chairman appointed a nominating committee of past chairmen to serve as the nominating committee to recommend officers for the coming fiscal year.
- The meeting adjourned at 2:30 p.m.

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer

MINUTES

Durham Convention & Visitors Bureau
Tourism Development Authority Board Retreat
Tuesday, May 28, 2013, 3:00 PM

Board Present

Newman Aguiar
Summer Bicknell
Cora Cole-McFadden
Deanna Crossman

Fred Foster, Jr.
Wib Gulley
Ron Hunter

Bill LeFevre
Daniel Robinson
Carl Webb

Staff Present

Shelly Green and E'Vonne Coleman-Cook

Guests

Rosemarie Kitchin, Convention Center Authority
Walt Barron, Philip Marchington and Kelly Mertesdorf, McKinney
Emily LaDue, PhD Student/Film Maker, Annenberg School for Communication

At 3:02 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 April 23, 2013 meeting (attached).
- Voted to approve the minutes of the board retreats on March 26 (part 1) and May 16 (part 2) (attached).
- Voted to accept the Financial Status Report as of April 30, 2013 (attached).
- Received information from staff at McKinney and discussed the new tourism brand for Durham.
- Reviewed the draft 2013-14 budget (2nd reading.)
- Received information from staff on a new image library portal.
- Received a report from the nominating committee with a slate of officers for 2013-14 which includes:
Newman Aguiar, Chair; Bill LeFevre, Vice Chair; Deanna Crossman, Secretary/Treasurer

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

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer

MINUTES

Durham Convention & Visitors Bureau
Tourism Development Authority
Tuesday, June 25, 2013, 3:00 PM

Board Present

Newman Aguiar
Summer Bicknell
Cora Cole-McFadden

Deanna Crossman
Fred Foster, Jr.
Wib Gulley

Ron Hunter
Daniel Robinson
Carl Webb

Absent

Bill LeFevre

Staff Present

Shelly Green and E'Vonne Coleman-Cook

Guests

Rosemarie Kitchin, Convention Center Authority

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

- Opened the public hearing on the 2013-14 budget. With no guests wishing to speak, the public hearing was closed.
- Voted to adopt the FY 2013-14 Budget (attached.)
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to approve the minutes of the May 28, 2013 meeting (attached).
- Voted to accept the Financial Status Report as of May 31, 2013 (attached).
- Voted unanimously to accept the nominating committee's slate of officers for 2013-14: Newman Aguiar, Chair; Bill LeFevre, Vice Chair; Deanna Crossman, Secretary/Treasurer.
- Reviewed the SWOTs analysis for the 2013-17 Marketing Plan.
- Previewed and received a report on the "Triangle Grown" regional collaboration.
- Received commemorative plates designating Durham as the "Tastiest Town in the South"
- Voted to cancel the board meeting scheduled for July 23, 2013.

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

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer

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