



FISCAL YEAR 2023-2024
MINUTES



Minutes

Discover Durham
Tourism Development Authority

NO MEETING IN JULY



Draft Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, August 22, 2023
3:00 p.m.

Board Present

Table with 3 columns and 2 rows listing board members: Carlos Rubio, John Brown, Aubrey Zinaich, Prerna Desai, Leonardo Williams, Jennings Brody.

Staff Present

Table with 4 columns and 1 row listing staff members: Susan Amey, Tony Hall.

At 3:03 pm Secretary/Treasurer Carlos Rubio called the meeting to order.
The TDA approved the June 2023 meeting minutes, the unaudited FY23 year-end financials, and the unaudited July financials.
Staff members presented year-end reports on three sections of the Blueprint: Advocacy, Sports, and Operations.
With only six board members in attendance the board elected not to take a board group photo.
At 4:10 pm Secretary/Treasurer Carlos Rubio adjourned the meeting to allow board members to join staff in the Visitor Info Center for the planned social.

Respectfully Submitted,
Carlos Rubio, Secretary/Treasurer

DISCOVER DURHAM
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Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, September 26, 2023
3:00 p.m.

Board Present

Table with 3 columns and 3 rows listing board members: Daniel Edwards, Tom Lubbe, Jennings Brody, Prerna Desai, Barry Van Deman, Wendy Jacobs, John Brown.

Staff Present

Table with 4 columns listing staff members: Susan Amey, Cara Rousseau, Tony Hall.

Chair Daniel Edwards called to order at 3:08 p.m. Jay Sharpe with Sharpe Patel provided the results of a clean annual audit. Fieldwork has been completed, financial statements have been prepared, and waiting on approval to submit to the Local Government Commission for review and approval. The TDA approved the results of the audit.

The TDA approved the August, 2023 meeting minutes and the unaudited August financials.

Staff presented a proposed FY24 budget amendment, which the TDA approved.

The President’s Report highlighted takeaways from a recent Inter-city visit to Indianapolis. Discussed what to expect at the Destination Master Plan visioning workshop that is scheduled for Oct. 3. Susan updated the group on what to expect at the annual event, Destination Durham, on Oct. 2.

Tony presented the instructions on the TDA’s evaluation for Susan’s annual performance review.

Cara and members of the marketing team presented a year in review of leisure marketing, advertising, and research activities for FY23.

Motion to adjourn at 4:49 p.m. by Chair Edwards

Respectfully Submitted,

Carlos Rubio, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, October 24, 2023
3:00 p.m.

Board Present

Table with 3 columns and 3 rows listing board members: Daniel Edwards, Tom Lubbe, Carlos Rubio, Wendy Jacobs, Barry Van Deman, Michael Page, Leonardo Williams, John Brown.

Staff Present

Table with 4 columns listing staff members: Susan Amey, Cara Rousseau, Tony Hall.

At 3:06 pm Chair Daniel Edwards called the meeting to order. Susan Amey introduced Jada Harkins Andrews, the new Sr. Manager of Public Affairs at Discover Durham.

The TDA approved the September 2023 minutes and unaudited September financials.

The President’s Report highlighted the annual event on October 2, Destination Durham: Celebrating the Power of Tourism, provided an overview of the DMP visioning workshop, and provided copies of the Tourism Impact Report for FY23.

Cara and Neil Curiel, Director of Sales, presented a year in review of sales and partnerships activities in FY23.

The TDA went into executive session at 4 pm to conduct the annual performance evaluation of the CEO.

At 4:26 pm the board returned to regular session and Vice Chair Tom Lubbe adjourned the meeting.

Respectfully Submitted,

Carlos Rubio, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority Meeting
Tuesday, December 5, 2023
3:00 p.m.

Table with 3 columns and 3 rows listing Board Present members: Daniel Edwards, Wendy Jacobs, John Brown, Jennings Brody, Barry Van Deman, Carlos Rubio, Michael Page.

Table with 4 columns and 1 row listing Staff Present members: Susan Amey, Cara Rousseau, Tony Hall.

At 3:17 pm Chair Daniel Edwards called the meeting to order once quorum was reached.

The TDA approved the October 2023 minutes and unaudited October financials.

Morgan Moushon, Sr. Manager of Digital Marketing and Analytics, and Jonathan Lee, Director of Design and Analytics, presented YTD results for the Do It In Durham campaign.

Susan presented the current planning around the Destination Master Plan next steps. A TDA Retreat or extended January was proposed to further discuss the elements of the Plan's implementation. The TDA agreed and Discover Durham staff will follow up and schedule.

At 4:29 pm Vice Chair Tom Lubbe adjourned the meeting and the TDA joined Discover Durham staff for a holiday social on the second floor.

Respectfully Submitted,
Carlos Rubio, Secretary/Treasurer

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Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, January 23, 2024
3:00 p.m.

Table with 4 columns and 2 main sections: Board Present and Staff Present. Board members include Daniel Edwards, Wendy Jacobs, John Brown, Tom Lubbe, Jennings Brody, Barry Van Deman, and Javiera Caballero. Staff members include Susan Amey, Cara Rousseau, Tony Hall, and Samantha Kraushaar.

At 3:11 pm Vice Chair Tom Lubbe called the meeting to order once quorum was reached.
Cassandra McCauley and Shelly Green from NextFactor MMGY presented the Destination Master Plan and recommendations.
The TDA endorsed the plan as presented in a unanimous vote.
The TDA approved the December 2023 minutes and unaudited November and December 2023 financials.
Susan, Tony, and Cara presented information on the elements of implementation for the Destination Master Plan, including funding, initiatives, and planning next steps.
Discussed nonprofit consultant attending February Board meeting and other nationwide DMO nonprofit leaders joining to discuss development strategies.
At 5:40 pm Chair Daniel Edwards adjourned the meeting.

Respectfully Submitted,
Carlos Rubio, Secretary/Treasurer



Minutes

Discover Durham
Tourism Development Authority
Meeting Tuesday, February 27, 2024
3:00 p.m.

Table with 3 columns and 2 rows for Board Present (Tom Lubbe, Carlos Rubio, John Brown; Wendy Jacobs, Barry Van Deman, Javiera Caballero) and 1 row for Staff Present (Susan Amey, Cara Rousseau, Tony Hall, Samantha Kraushaar).

At 3:11 pm Vice Chair Tom Lubbe called the meeting to order once quorum was reached.

Susan Amey shared updates regarding the Destination Master Plan, the status of related meetings, and upcoming related presentations.

Susan Ross and Brooke Jenkins from moss+ross presented to the Board their role, mission, and the work they are doing for Discover Durham related to nonprofit development and launch. They presented questions to the Board related to the development needs of a successful nonprofit organization that has strong leaders and community representation.

Leonard Hoops from Tourism Tomorrow Indy presented to the Board information regarding the foundation, its mission and scope, project examples and sources of funding, and basic operations and Board structure. He then engaged in a brief Q&A with the Board.

The TDA approved the January 2024 minutes and January 2024 unaudited financials.

Susan alerted the board about two vacancies (Aubrey's and Michael's seats) and that we're beginning the recruitment process for new members.

The Board briefly reviewed the 2024-25 Draft CEO Goals and will revisit the topic next month when more members are present.

At 4:47 pm Vice Chair Tom Lubbe adjourned the meeting.

Respectfully Submitted,
Carlos Rubio, Secretary/Treasurer