

**CHAPEL HILL/ORANGE COUNTY VISITORS BUREAU
BOARD OF DIRECTORS MEETING**

8:00 A.M.-9:00 A.M.

August 17, 2022
Sheraton Chapel Hill

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|---|---------------------------------|
| I. Call to Order | Mark Bell, Chair |
| II. Welcome and introductions for new Admin, Yvonne Spruell | All |
| III. Tourism and Travel Updates | Laurie Paolicelli, Director |
| IV. Marketing plan for leisure and group | Jessica Herrschaft, Jon Parker |
| V. Discussion of hotel recovery trends | Manish, Lisa, Heidi (Hoteliers) |
| VI. Update on Diversity website | Sharon Hill |
| VII. New Business | Mark Bell, Chair |
| VIII. Old Business | Mark Bell, Chair |
| IX. Adjournment | |

Important Dates:

UNC Fall 2022 Move-In, Wednesday, August 10, 9am - Sunday, August 14, 2022, 5pm

UNC Classes begin for all students: Monday, August 15, 2022

Durham Tech, Hillsborough: Classes begin, Monday, August 15, 2022