

For Approval March 16, 2022

**Chapel Hill/Orange County Visitors Bureau
Virtual Board of Directors Meeting
February 16, 2022**

Meeting Recording:

https://orangecountync.zoom.us/rec/play/f-XskhiQROvfhx7C7NHOUTUFqQEN1TloaGfIKTRTwn_-tO-H5RcL9DK3N5AmygLwJTQTqhPjq7WV_dePp.2xnCR9SKkO4wIFAs?autoplay=true&startTime=1645015684000

Board Members Present: Manish Atma, Mark Bell, Anthony Carey, Spring Council, Heidi Werner Dawson, Kayla Dempsey, Lili Engelhardt, Jon Hartman-Brown, Lisa Ganzermiller, Sharon Hill, Earl McKee, Tanya Moore, Beverly Jo Payne, Damon Seils, Karen Stegman.

Not Present: Pam Hemminger, Matt Gladdek, Aubrey Williams,

Staff Attendance: Laurie Paolicelli, Marlene Barbera, Patty Griffin, Tina Fuller, Susan Rice, Katie Murray, and Shannan Campbell.

Also present: Michael Landguth, President and Chief Executive Officer, Tim Hoke .

Call to Order

Chair Anthony Carey called the meeting to order at 8:07 a.m.

Approval of Minutes

Chair Anthony Carey requested a motion to approve the January 16, 2021 minutes. Mark Bell so moved and Sharon Hill seconded the motion. With all members in favor, the minutes were approved as submitted.

Presentations

Michael Landguth, RDU Airport

New Board Chair

Damon Seils nominated Mark Bell, Earl McKee second; Mark Bell accepted the Chapel Hill/Orange County Visitors Bureau Advisory Board Chair position.

New Business/ Roundtable

- Lili Engelhardt, owner, Lili Engelhardt Fine Art
Gave update on diversity plan in Chapel Hill and Orange County, new website coming soon.
- Mayor Pro Tem Mark Bell & Shannan Campbell, Economic Development – Town of Hillsborough Ayr Mount closed, outdoor spaces open. Burwell School’s bicentennial events, Last Friday Art Walk, Handmade Parade (April 30); working on new ideas: Food Truck Rodeo, Riverwalk Wine Walk.
- Beverly Payne – Alliance for Historic Hillsborough

Hillsborough Alliance, Ayr Mount, Orange County Historical Museum planning Hillsborough excursion (June 25, 11am-4pm), Orange County Historical Museum new exhibit open, Occaneechi Village rebuild, rededication (April 23)

- Damon Seils, Mayor, Town of Carrboro
Black History Events in Carrboro, OWASA Project ongoing, repaving East Main Street, redesigning that section.
- Jon-Hartman Brown, Economic Development Director – Town of Carrboro
Grants being dispersed, adding new parking opportunities in downtown Carrboro, 2 seats on the Tourism Development Authority needing to be filled.
- Tanya Moore, Associate Vice Chancellor, UNC-Chapel Hill
Report on Covid numbers, Porthole Alley improvement authorization, possible future UNC plans to combine the UNC Visitor Center with Admissions.
- Katie Murray – Program Coordinator, Orange County Arts Commission
Eno Mill Gallery Event (March 4), Big Night in for the Arts (March 10, 7pm), State Arts Council – rescue plan dollars to be dispersed in the future.
- Karen Stegman, Mayor pro tem, Town of Chapel Hill
Future of Franklin Street take-over from NCDOT, Repaving West Franklin Street, Downtown Together Initiative, new businesses opening, planning Pride events for June, funding being used for grants to small businesses.
- Spring Council, Project Manager, Mama Dip’s Kitchen
Business is picking up, due in part to UNC Basketball Games, eating outside.
- Kayla Dempsey, North Carolina High School Athletic Association
Kayla is leaving the board, NCHSA hosted all championships in the fall and winter, basketball championship to be held in the Smith Center (March 12).

Next meeting: *Wednesday, April 20, 2022*