



Carrboro Tourism Development Authority

February 1, 2016

Board members present – Phaedra Kelly, Erin Jobe, and Alvin Sellars

TDA Liaison present – Annette Stone, ECD Director

Others present – Finance Director Arche McAdoo and Asst. Finance Director Earlene Hicks and Steve Balcom

The chairperson opened the meeting at 3.p.m.

Steve Balcom discussed the media plan. He recommended reallocating the funds for advertising at the DPAC due to changes in their advertising structure.

Arche McAdoo discussed in detail the audit and the financial condition of the TDA. There was a discussion about whether to budget any of the unreserved fund balance in FY 2015-16. The TDA will decide during the March meeting.

There was a motion by Erin Jobe and seconded by Phaedra Kelly to unencumber funds for 300 East Main and the Frozen event since the applicant never submitted a final report or invoice. The motion passed unanimously.

The TDA then discussed the application from Matthew Willey for the Good of the Hive mural project. Matthew is proposing to paint 50,000 honeybees all over the United States to bring awareness to the plight of the honeybees. The Board of Aldermen has approved the use of the fire station as a location for the mural. The total project cost is \$15,000 and Matthew is asking the TDA to fund \$10,000. There was a motion by Phaedra Kelly and seconded by Alvin Sellars to fund the project in the amount of \$10,000. The motion passed unanimously.

The meeting was adjourned at 4:00 p.m.