



Carrboro Tourism Development Authority

MINUTES of the September 14, 2020 via Zoom

MEMBERS PRESENT: Chair Donald Strickland and Dan Mayer

STAFF PRESENT: Jon Hartman-Brown, Staff Liaison; Charles Harrington, Carrboro Recreation and Parks Department

OTHERS PRESENT: Katie Loovis, Chapel Hill Chamber of Commerce representing the Carrboro Business Alliance

Chair Strickland call the meeting to order at 3:02pm.

1. Consider Minutes from the August 10, 2020 meeting

The Board approved the minutes as presented with motion by Chair Strickland, second by Mr. Mayer.

2. Financial Report Update

There were no questions from the Board regarding the financial report.

3. Update on Fall Festivals

Mr. Charles Harrington with the Carrboro Recreation and Parks Department provided an update to the Board on various festivals that occur in the fall including the Music Festival, Poetry Festival, and the Film Festival. All of the festivals will continue to occur but will be moved to an online/virtual format due to the group gathering restrictions of COVID-19.

4. Update on the MOU for website and creative development

Ms. Katie Loovis provided an update on the Visit Carrboro website to the Board. She mentioned that the Orange County Visitor's Bureau has provided all of the requests that have been made. She requested the Board click-through the website to ensure that everything is working on the site. The Board requested that Carrboro be more prominently displayed in the map on the homepage.

Ms. Loovis informed the Board that the County's Visitor's Bureau's map is currently paid for on a "per-click" basis, which means that if their counts increase after the site goes live, there may be an ask for cost participation or for the Visit Carrboro site to remove the link reference.

Ms. Loovis also requested the Board to make a determination in the near future to determine a long-term plan for social media management. The Board discussed the need to determine the purpose and direction for social media messaging and the need for creating content verses reposting existing content. The Board requested to discuss this issue as an agenda item at a future meeting.

The meeting was adjourned at 4:08pm.