

**MINUTES**

Durham Convention & Visitors Bureau  
Tourism Development Authority Board Retreat  
The King's Daughters Inn  
Tuesday, February 26, 2013, 3:00 PM

Board Present  
Newman Aguiar  
Daniel Robinson  
Deanna Crossman  
Fred Foster, Jr.  
Cora Cole-McFadden  
Bill LeFevre  
Carl Webb

Board Absent  
Ron Hunter  
Wib Gulley  
Summer Bicknell

Staff Present  
Shelly Green and Kim Conder

Guests  
Rosemarie Kitchin  
Mark Belot  
Kelly Mertesdorf

At 3:10 p.m., Vice Chairman Newman Aguiar called the meeting to order. Ron Hunter and Wib Gulley were excused for business reasons and Summer Bicknell was excused for medical reasons. Joe Varipapa called to advise the board that he accepted a new hotel position in Greensboro and would need to resign from the board.

The Board took the following actions:

- Voted to approve the minutes of the January 22, 2013 meeting (attached).
- Received remarks from invited guests Mark Belot and Kelly Mertesdorf with McKinney. Discussed progress on the branding and positioning work being done.
- Reviewed, discussed and accepted the Presidents Progress Report (attached).
- Voted to accept the Financial Status Reports as of January 31, 2013 (attached).
- Reminded the board that a retreat has been scheduled for March 26, 2013, from 3:00 p.m. – 7:00 p.m. at the King's Daughter's Inn. The retreat will include a working dinner, facilitated discussion regarding strategic initiatives and a presentation by McKinney regarding the new strategic platform for marketing Durham as a visitor destination.

The meeting was adjourned at 4:15 p.m.

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer