



MINUTES

Durham Convention & Visitors Bureau
Tourism Development Authority Board Retreat – Part 2
Thursday, May 16, 2013, 10:00 AM
The Radisson Research Triangle Park

BY:.....

Board Present

Newman Aguiar
Wib Gulley
Fred Foster, Jr.

Bill LeFevre
Daniel Robinson
Ron Hunter

Summer Bicknell
Deanna Crossman

Staff Present

Shelly Green and E'Vonne Coleman-Cook

Guests

Ted Abernathy, Facilitator, Southern Growth Policies Board, Rosemarie Kitchin, Durham Convention Center Authority

At 10:10 a.m., Chairman Gulley called the meeting to order.

The Board took the following actions:

- Reviewed the purpose of the retreat and goals to be accomplished.
- Confirmed that using a broad mix of marketing strategies appropriate for the resources we have is an effective way to do DCVB's work.
- Confirmed that people are an important resource in doing our work and that DCVB should continue to invest in personnel to do its primary functions. The board also agreed that outsourcing some of its non-mission critical work is fine when it is cost-efficient to do so.
- Confirmed that it is important for DCVB to represent all geographic parts of Durham and all of the businesses and organizations located here.
- Discussed identifying target market segments and agreed that DCVB does not have the resources to underwrite specific events and market segments. A lot of sentiment was expressed about this being inevitable and a requirement in certain market segments, but the board agreed that doing so would not yield a positive return on investment. The Board also specified that it would like to revisit this in the context of establishing marketing segments in the new marketing plan.
- The board agreed that it wanted to look at the allocation of its CEOs time and efforts as the marketing plan was completed. There was consensus that more of her time should be devoted to advocacy and product development. This will be finalized as the marketing and strategic plans are completed.



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- The board agreed that its financial resources were less than adequate to get the job done. After discussing increasing participation and financial resources from the private sector, it was agreed this should be done very cautiously—if at all—in order to maintain its impartiality and broad mission.
- The board agreed it needed to engage in conversation about a long-term strategy for increasing public sector resources.
- There was no consensus reached on the direction DCVB should move in regarding its physical location, other than that it should be Downtown. The President was encouraged to do more due diligence on this with help from professionals who knew the landscape.
- The chairperson thanked Ron Hunter and The Radisson Research Triangle Park for hosting the meeting.
- The chairman appointed a nominating committee of past chairmen to serve as the nominating committee to recommend officers for the coming fiscal year.
- The meeting adjourned at 2:30 p.m.

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer