

**MINUTES**

Durham Convention & Visitors Bureau  
Tourism Development Authority Board Retreat  
Tuesday, August 27, 2013, 3:00 PM

Board Present

Newman Aguiar  
Summer Bicknell  
Cora Cole-McFadden

Deanna Crossman  
Fred Foster, Jr.  
Wib Gulley

Ron Hunter  
Bill LeFevre  
Daniel Robinson

Absent

Carl Webb

Staff Present

Shelly Green and E'Vonne Coleman-Cook

Guests

Rosemarie Kitchin, Convention Center Authority  
Mark, Belot, Kelly Mertesdorf and David Sloan, McKinney

At 3:05 p.m., Chairman Gulley called the meeting to order. The Board took the following actions:

- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to approve the minutes of the June 25, 2013 meeting (attached).
- Voted to accept the Financial Status Report as of June 30 and July 31, 2013 (attached). Requested future balance sheets show a comparison to the prior year.
- Voted to approve bank resolutions and signatures cards for new officers.
- Received an update from McKinney on the visual depiction of the brand to which the board expressed its confidence in the direction.
- Reviewed the Marketing Plan and approved the goals and market segments. The board gave direction to staff on refining the strategic objectives.
- Voted to make a recommendation to the Board of County Commissioners to appoint Monica Edwards to fill the vacant seat for Limited Service Lodging.
- The chair informed the board he was putting together a taskforce to address issues surrounding the building.

The meeting was adjourned at 5:05 p.m.

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer