

MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY MEETING
TUESDAY, SEPTEMBER 24, 2013, 3:00 PM

BOARD PRESENT

Newman Aguiar
Summer Bicknell
Cora Cole-McFadden

Deanna Crossman
Monica Edwards
Fred Foster, Jr.

Ron Hunter
Bill LeFevre
Carl Webb

ABSENT

Wib Gulley and Daniel Robinson

STAFF PRESENT

Shelly Green and E'Vonne Coleman-Cook

GUESTS

Rosemarie Kitchin, Convention Center Authority

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

- Introduced Monica Edwards, owner of the Morehead Manner Bed & Breakfast, newly appointed to the board representing limited service lodging.
- Reviewed, discussed and accepted the Presidents Progress Report.
- Voted to approve the minutes of the August 27, 2013 meeting (attached).
- Voted to accept the Financial Status Report as of August 31, 2013 (attached).
- Voted to accept the results of the Independent Financial Audit and commended management for a great job (attached.)
- Voted to approve the 3-Year (2013-16) Strategic Blueprint for Marketing Durham as a Destination.
- Assigned specific weightings to the strategic objectives (30%) and marketing goals (70%) for the President in the 2103-14 Fiscal Year to identify the focus areas (attached).
- Reviewed and discussed the upcoming Performance Evaluation of the CEO. Chairman Aguiar appointed a committee (Hunter, Cole-McFadden, Bicknell and LeFevre) to meet following this year's evaluation to look at the evaluation process.
- Recognized Carl Webb for his six years of service as a board member.
- Reviewed candidates for two open seats on DCVB's board: Retail/Transportation and Visitor Feature/Entertainment. Due to the unusually large response, Chairman Aguiar appointed subcommittee (Gulley, Bicknell, Crossman, Edwards and Webb) to vet the applications and make recommendations at the next Board Meeting.

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

Respectfully Submitted,



Deanna Crossman, Secretary/Treasurer