

MINUTES

Chapel Hill/Orange County Visitors Bureau Board of Directors Meeting June 18, 2014

The Chapel Hill/Orange County Visitors Bureau met at
Durham Tech, Orange County Campus

Board Members Present: Dave Gephart, Lee Storrow, Debbie Hepp, Greg Overbeck, Karen DeHart, Mike Gering, Penny Rich, and Meg McGurk

Not Present: Anthony Carey, Mark Sherburne, Jim Parker, Aaron Bachenheimer, Lee Pava, Michelle Johnson, and Annette Stone

Staff attendance: Steve Brantley, Linda Ekeland, Martha Shannon and Tina Fuller

Also attended: Sarah DeGennaro, Alliance for Historic Hillsborough; Penny Gluck, Director DTCC, Orange County

Call to Order

Dave Gephart, filling in for Anthony Carey welcomed everyone and called the meeting to order at 8:07 am.

Approval of Minutes

Mr. Gephart requested a motion to approve the May 21, 2014 minutes. Greg Overbeck so moved and Penny Rich seconded. With all members in favor, the minutes were approved as submitted.

Update on Durham Tech, Orange County Campus

Mr. Gephart acknowledged Penny Gluck, Executive Dean Orange County Operations for DTCC. Ms. Gluck announced the O.C. Campus would offer 80 courses in their curriculum studies this fall, which includes courses for a nursing assistant program and Office Systems Technology, both new to Orange County. In addition to those programs, an EMS program, exclusive to DTCC, OC will see 1500 students enrolled. Ms. Gluck also reported on DTCC's FAA/AST Track degree program designed to help students earn college credits while in their junior and senior year of high school. Some Q&A followed with discussion on expansion plans, and the role DTCCOC will play in the hiring and training for Morinaga as well as attracting new businesses to the area.

Reports

Budget/Finance

Penny Rich reported that the request to forego rent charges has been approved by the BOCC. Ms. Rich commented that the budget outlook looks good and inquired of Greg Overbeck on restaurant business. Me. Overbeck replied that restaurants are experience an upswing.

Executive Director

Linda Ekeland on behalf of Laurie Paolicelli reported that the Franklin Hotel would soon fall under the new Hilton brand, Curio. Ekeland also announced that for the MIP group coming in August (21&22), the organizers requested a walking map to restaurants. Ekeland inquired of Meg McGurk if there would be a concert downtown during the MIP event. McGurk indicated that there is usually a concert on the Thursday after school begins but it has not been confirmed as of yet. Continuing with her report, Ekeland announced that Laurie (Paolicelli) is working with UNC on the University Architects Conference in 2015. Other notable mentions: the sales director position has been posted with an expiration date to apply June 29; the new Hampton Inn in Carrboro received last minute room nights as a result of the US Open. Greg Overbeck commented that they also received business from US Open attendees. Concluding her report, Ekeland invited all board members and meeting attendees to the group sales University Event at TOPO Distillery, tomorrow 4:30-6:30pm.

New Business Round Robin

Hillsborough Chamber News – Dave Gephart announced that with the resignation of Margaret Cannell, Betsy Crittenden is serving as interim Executive Director.

Downtown Partnership – Meg McGurk briefly discussed the Rosemary Imagined comprehensive action plan explaining that over the next year, 20 visions would be collected and merged with results taken back to council. Early 2015 would see the beginning of those results.

Alliance for Historic Hillsborough – Sarah DeGennaro announced that the Alliance met with Clean Design marketing agency and is planning a workshop in September, to further discuss the best ways to expand marketing initiatives for Hillsborough. She also announced that Hillsborough would hold a picnic in the park, a parade on Tryon Street, and the reading of the Declaration of Independence during July 4.

Other Hillsborough News – Dave Gephart spoke on Riverwalk events, Riverwalk Summer Session Fest August 16 and the formal opening on October 11 from 1-5pm.

Arts News – Debbie Hepp reported that the arts commission awarded 26 applicants over thirty thousand dollars in state assisted grant funds for the Spring 2014 grant cycle, currently there are three open vacancies on the OCAC board of directors, and the board will attend a retreat at the end of the month June 30 1:30-4pm. Ms. Hepp gave an update on Hog Day events noting that it would be held at the Hwy 70 Ruritan Club. Martha Shannon commented that she did not foresee any cuts in state grant funds for the upcoming fiscal year with the current general assembly.

Orange County News - Steve Brantley mentioned that Orange County is redoing its website and suggested Visitor Bureau staff contact Jim Northrup in the IT department. Penny Rich reported that in a few weeks, Bonnie Hammersly, the county manager would schedule to meet with staff from each department.

NCHSAA – Karen DeHart reported that with the NCHSAA Chapel Hill Soccer Tournament, the school year in sports ended. Ms. DeHart also reported that renovations to their building have begun and they are temporarily located at 216 Finley Golf Course Rd for the next 8-12 months. DeHart said some of their meetings will be held at some of the local hotels.

Other Business:

Lee Storrow reported on his Orange County *staycation* noting that the most fun part was a visit to the Orange County Speedway. Councilman Storrow took some time to experience things to see and do in all three towns in Orange County.

With no other business to discuss, Dave Gephart motioned to adjourn, Greg Overbeck seconded and the meeting ended at 8:58 AM.

Minutes reviewed by:
Laurie Paolicelli, Executive Director

Date

Minutes accepted by:
Anthony Carey, Chairman

Date