

**MINUTES OF THE  
SANFORD TOURISM DEVELOPMENT AUTHORITY  
SANFORD, NORTH CAROLINA**

Members of the Sanford Tourism Development Authority ("TDA") met at The Depot 106 Charlotte Avenue, Sanford, NC 27330 Tuesday, June 28, 2022, at 9:00 AM.

Present

Kevin Brown, Chair  
John Lipscomb  
David Foster  
Emalee McCracken  
Tim Emmert  
Tina Gross  
Ed Strickland

Wendy Bryan, Executive Director (*Virtual*)  
Beth Kelly, Financial Services Director  
(*Virtual*)

Absent

PJ Patel, Vice Chair

Kevin Brown called the meeting to order at 9:04 AM.

PUBLIC COMMENT

No public comments were made.

APPROVAL OF AGENDA (Exhibit A)

David Foster made a motion to approve the agenda as amended. Seconded by Tina Gross, the motion carried unanimously.

APPROVAL OF CONSENT AGENDA (Exhibit B)

Emalee McCracken made the motion to approve the agenda as presented. Ed Strickland seconded the motion, and the motion carried unanimously.

REGULAR AGENDA

A. Summary of Financial Statement (Exhibits C-D)

Beth Kelly reported the TDA summary of revenues as of June 23, 2022. Income received in June was \$31,753.32. The adjusted cash balance ending June 23, 2022, is \$314,671.34.

David Foster made a motion to accept the financial reports as presented, seconded by Ed Strickland, the motion carried unanimously.

B. Consider Executive Director Contract for 2022-2023 Fiscal Year (Exhibit E)

- a. Emalee McCracken made the motion to approve the Executive Director Contract for 2022-2023 Fiscal Year as presented, seconded by Ed Strickland, the motion carried unanimously.

C. Executive Director Report (Exhibit F)

Executive Director Wendy Bryan reported on memberships, media placements, social media metrics and destination data. The board requested options for purchasing destination data be presented at the July meeting.

D. Marketing Report (Exhibit G)

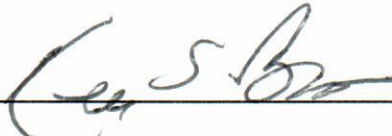
Jan Johnson and Cierra Otis with Avenir Bold reported on blog topics, Visit NC event listings, the summer trifold brochure, and campaign digital reporting.

ADJOURNMENT

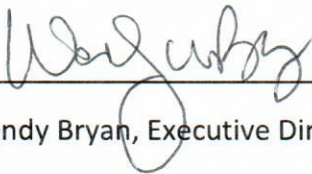
Board Chair Kevin Brown and board members thanked Tim Emmert for his service to the TDA board, as his term is ending.

David Foster made a motion to adjourn the meeting, seconded by John Lipscomb, the motion carried unanimously. The meeting ended at 10:39 AM.

ALL EXHIBITS CONTAINED HEREIN ARE HEREBY INCORPORATED BY REFERENCE AND MADE A PART OF THESE MINUTES.



Kevin Brown, TDA Chair



Wendy Bryan, Executive Director for Sanford TDA



# Sanford Tourism Development Authority

Profit and Loss  
July 2021 - June 2022

	TOTAL	
	JUL 2021 - JUN 2022	JUL 2020 - JUN 2021 (PY)
Income		
Event ticket sales		369.15
NC Tourism Recovery Grant	60,265.39	20,750.00
Room Occupancy Tax	303,659.43	291,314.68
Services - Reimbursement from DSI	6,100.27	
<b>Total Income</b>	<b>\$370,025.09</b>	<b>\$312,433.83</b>
GROSS PROFIT	<b>\$370,025.09</b>	<b>\$312,433.83</b>
Expenses		
Advertising	68,784.66	6,091.33
Bank Charges & Fees	206.10	17.14
Charlie Watson Lane Grant		7,000.00
Conferences	3,701.58	
Contractual Services - Indie on Air		20,000.00
Contribution - NCLM	583.00	583.00
Dues & subscriptions	595.00	144.39
Event Supplies	2,162.76	535.52
Eventbrite Fees	269.76	
Fishing University	1,951.91	7,500.00
Gifts	25.68	48.15
Insurance	2,037.75	1,940.25
Job Supplies		154.79
Love Lock Heart		131.98
Marketing	231,221.16	161,560.36
Meals & Entertainment	1,364.39	521.59
Membership - NCTIA	495.00	
Membership - SAGA		265.00
Office Supplies & Software	6,731.86	1,698.56
PayPal Fees	78.30	12.98
Payroll Expenses		
Taxes	6,519.52	4,834.87
Wages	77,207.33	59,986.27
<b>Total Payroll Expenses</b>	<b>83,726.85</b>	<b>64,821.14</b>
Postage	452.68	59.67

**Executive Director Report**  
June 28, 2022

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**AENC Ad and YouTube Upload**

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**Social Media Advertising**

- Overall reach was down in June, but page likes and shares were up on Facebook
- Both were down on Instagram
- Expected as no events were publicized and paid advertising stopped after May events
- Strategy for 22-23 is to allocate equal, constant paid ads on social media week after week.

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**MEMBERSHIP UPDATES**

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**CAMPAIGNS OVERVIEW**

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**Instagram Wars**

- Ran May 20th
- Featured u-pick farms
- Reach update: 991

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**AENC**

- AENC Summer Conference
  - July 24-26
  - Will return early on the 26<sup>th</sup> to attend our July board meeting
  - We are an attendee and sponsor - will have a tabletop display and will donate to the auction

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**Social Media Top Posts**

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**Publications and Advertising**

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**Our State**

- July edition content covers weddings and farms
- July edition also carried content on the Broadway Hemp Company and Ryan Patterson

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**Completed Campaigns**


- Monthly ad in The Rant
- Monthly advertising with 103.1 Radio
- All ads will serve an audience beyond 30 miles of Sanford, and in most cases beyond 50 miles
- Focus on trackable behaviors and conversions

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**Example Data**

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**"Hemp Comes Home"**



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**Media Promotion Plan for 2022-23**



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**Events and Announcements**

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**Campaign Engagement**  
These metrics include campaign and Automation workflow activity.

**June Newsletter**

May 30-Jun 5

499  
Delivered

208  
Opens



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**Recent Media Placements (in house)**

- The Temple Mainstage Playbill – reaches visitors and focuses on additional economic impact of visit
- Sunday Driver – antique trail
- Digital Placements with Wake Living, Cary Living and Broad and Main to promote retail
- Placements through the Visit NC Co-op Program
  - Visit NC Fall Regional Landing Page
  - Visit NC Featured Content (March) – Romantic Wedding Venues

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**Announcements**

- June 30: Summer Concert at The Depot
- July 3: Fireworks at Ammons Farm
- July 7: Summer Concert at The Depot
- July 24-26: AENC Summer Conference – New Bern
- July 27: Next TDA board meeting (West End Conference)
- July 28: Presentation to CCCC Board of Trustees
- July 25-29: Christmas in July
- August 14: Central Carolina Wedding Showcase\*
- August 20: Pop!Con\*
- August 27: Concert at Gross Farms
- Chatham Rabbits on PBS – show following the Chatham Rabbits has large segment on concert in Sanford

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July Meeting Preview

Strategic Plan updated for 2022-23 Fiscal Year  
Data Purchase Update



MARKETING UPDATE

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VisitNC Event Listing - Ammons Farm  
4th of July Celebration (July 3rd)

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Visit Sanford - Digital Reporting  
JUNE 2022

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Blog - Fall Events

Five Fall Events, Festivals and Experiences in Sanford, NC

[Click here to read](#)

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VisitNC Event Listing - Ammons Farm  
4th of July Celebration (July 3rd)

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VisitNC Event Listings (April 2022-May 2022)

Performance

Reporting Window April 21 - May 7	Strawberry Jammin'
Views	856
Clicks	194

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Trifold Brochure - Summer

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VisitNC Event Listing - Upcoming

- August 14th - Central Carolina Wedding Showcase
- August 20th - Pop! Con

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VisitNC Event Listings (April 2022-May 2022)

Performance

Reporting Window April 29 - May 15	Wampus Cat Musical Festival
Views	317
Clicks	84

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### Garden & Gun Digital Display

Reporting Window	March 1 - April 30
Impressions	625,006
Clicks	451
CTR (Click-Through Rate)	0.07%
Bounce Rate	86.92%
Average Time on Page	0:00:59
Average Page Depth	1.16



THANK YOU



### Garden & Gun Creative Performance

March 1 - April 30	Deep River Sporting Clay	Outdoor	Fishing
Impressions	392,096	194,933	37,977
Clicks	315	110	23
CTR (Click through Rate)	0.09%	0.06%	0.06%
Bounce Rate	85.87%	90.12%	100%
Average Time on Page	0:00:44	0:01:54	0:00:00
Average Page Depth	1.14	1.17	1.00



### Garden & Gun Performance - Photos

