

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

Members of the Sanford Tourism Development Authority (“TDA”) met at West End Conference Room Tuesday, September 27, 2022, at 9:00 AM.

Present

Kevin Brown, Chair  
Emalee McCracken, Vice Chair  
Ed Strickland  
John Lipscomb  
David Foster  
Tina Gross  
PJ Patel

Wendy Bryan, Executive Director  
Beth Kelly, Financial Services Director

Absent

Mike Stec  
Erica Gunter

Kevin Brown called the meeting to order at 9:00 AM.

PUBLIC COMMENT

No public comments were made.

APPROVAL OF AGENDA (Exhibit A)

Ed Strickland made a motion to approve the agenda as presented. Seconded by Emalee McCracken, the motion carried unanimously.

APPROVAL OF CONSENT AGENDA (Exhibit B)

PJ Patel made the motion to approve the consent agenda as presented. Tina Gross seconded the motion, and the motion carried unanimously.

REGULAR AGENDA

A. Summary of Financial Statement (Exhibits C)

Beth Kelly reported the TDA summary of revenues as of September 23, 2022. Income received in September was \$31,407.51. The adjusted cash balance ending September 23, 2022, is \$249,178.19.

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

B. Approval of Budget Amendment (Exhibit D)

Emalee McCracken made the motion to approve a budget amendment of \$45,000 as presented. Seconded by Tina Gross, the motion carried unanimously.

C. Executive Director Report (Exhibit E)

Executive Director Wendy Bryan shared TDA monthly initiatives and updates.

D. Marketing Report (Exhibit F)

Cierra Otis with Avenir Bold presented TDA monthly marketing initiatives and gave an overview of website updates.

NEW BUSINESS (actions will not be taken unless necessary; items will be placed on next month's agenda for action)

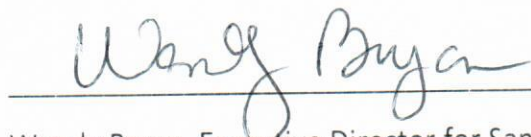
ADJOURNMENT

Ed Strickland made a motion to adjourn the meeting, seconded by PJ Patel, the motion carried unanimously. The meeting ended at 10:14 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