

**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, November 22, 2022, at 9:00 AM.

Present

Kevin Brown, Chair  
Ed Strickland  
John Lipscomb  
David Foster  
Tina Gross

Wendy Bryan, Executive Director  
Beth Kelly, Financial Services Director

Absent

Emalee McCracken, Vice Chairwoman  
Mike Stec  
Erica Gunter  
PJ Patel

Kevin Brown called the meeting to order at 9:14 AM.

PUBLIC COMMENT

No public comments were made.

APPROVAL OF AGENDA (Exhibit A)

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

PRESENTATION

Chad Spivey presented an update on Boat ramps, land development and trails.

APPROVAL OF CONSENT AGENDA (Exhibits B & C)

David Foster 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 Statements (Exhibit D)

Beth Kelly reported the TDA summary of revenues as of October 18, 2022. Income received in October was \$33,906.81. The adjusted cash balance ending October 18, 2022, is \$268,754.54.

Beth Kelly reported the TDA summary of revenues as of November 14, 2022. Income received in November was \$20,579.17. The adjusted cash balance ending November 14, 2022, is \$243,593.29.

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

B. Executive Director Report (Exhibit E)

Executive Director Wendy Bryan shared TDA monthly initiatives and updates.

C. Marketing Report (Exhibit F)

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

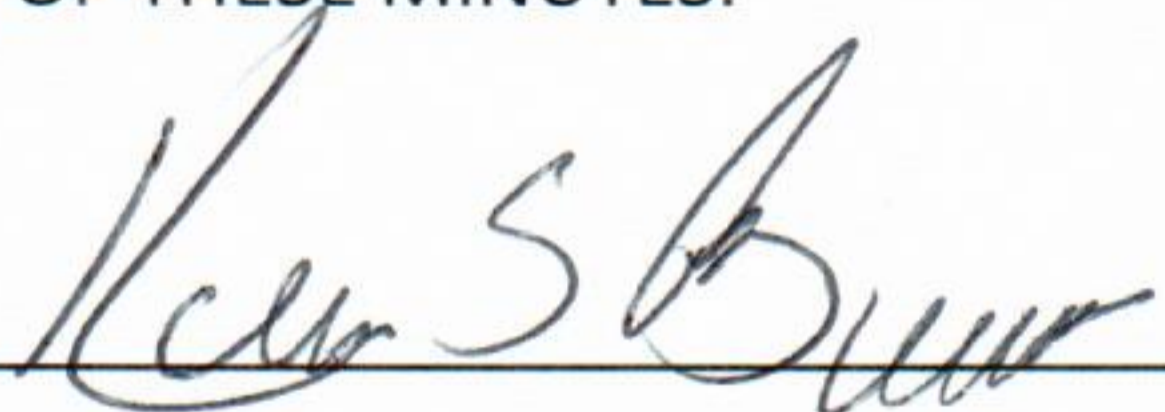
NEW BUSINESS (actions will not be taken unless necessary; items will be places on next month's agenda for action)

Tina Gross made the motion to cancel the TDA Regular meeting date for December, seconded by David Foster, the motion carried unanimously.

ADJOURNMENT

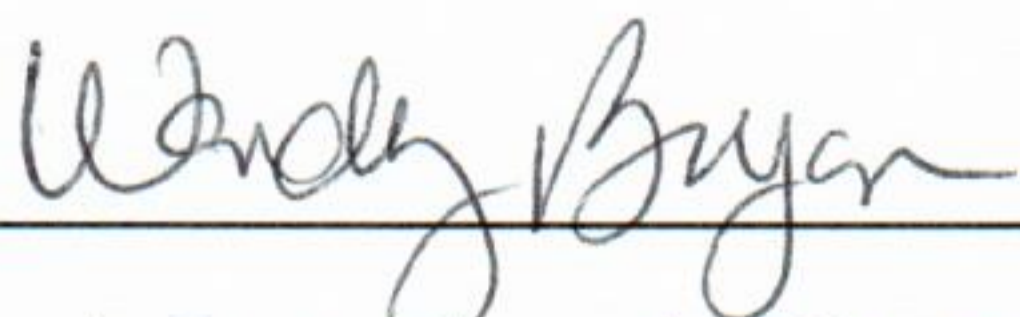
John Lipscomb made a motion to adjourn the meeting, seconded by Ed Strickland, the motion carried unanimously. The meeting ended at 10:58 AM.

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



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Kevin Brown, TDA Chair



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Wendy Bryan, Executive Director for Sanford TDA