

**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, January 24, 2023, at 9:00 AM.

Present

Kevin Brown, Chair
Emalee McCracken, Vice Chairwoman
Ed Strickland
John Lipscomb
David Foster
Tina Gross
Mike Stec

Wendy Bryan, Executive Director
Beth Kelly, Financial Services Director

Absent

Erica Gunter
PJ Patel

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 & C)

Emalee McCracken requested that the minutes be amended to include her attendance as absent. Tina Gross made the motion to approve the agenda as amended. David Foster seconded the motion, and the motion carried unanimously.

REGULAR AGENDA

A. Summary of Financial Statement (Exhibits D & E)

Beth Kelly reported the income received in December 2022 was \$36,510.17.

Beth Kelly also reported the TDA summary of revenues as of January 20, 2023. Income received in January was \$57,825.60. The adjusted cash balance ending January 20, 2023, is \$261,074.54.

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

B. Approval of 2022 Audited Financials (Exhibit E)

Beth Kelly presented the 2022 Audited Financials, which included no recommendations or exceptions.

C. Executive Director Report (Exhibit F)

Executive Director Wendy Bryan shared TDA monthly initiatives and updates.

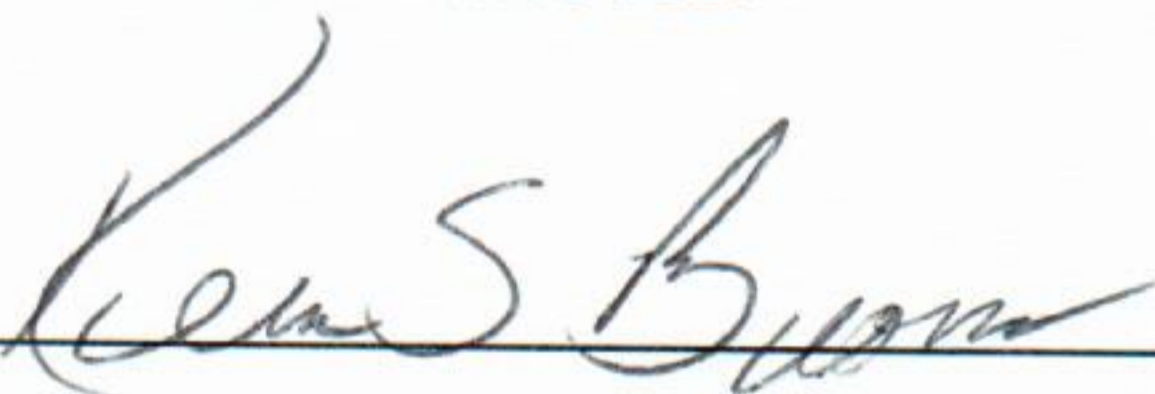
D. Marketing Report (Exhibit G)

Jan Johnson with Avenir Bold presented TDA monthly marketing initiatives and gave an overview of website updates and a mid-year project and financial summary.

ADJOURNMENT

Ed Stickland made a motion to adjourn the meeting, seconded by John Lipscomb, the motion carried unanimously. The meeting ended at 11:05 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