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DURHAM

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MINUTES

DURHAM CONVENTION & VISITORS BUREAU
TOURISM DEVELOPMENT AUTHORITY RETREAT
TUESDAY, MAY 17, 2016, 8:30 AM

BOARD PRESENT

Summer Bicknell
Patrick Byker
Deanna Crossman
Fred Foster, Jr.

Bill LeFevre
Lois Deloatch
Monica Edwards

Seth Jernigan
Craig Spitzer
Caesar Swift

BOARD ABSENT

Cora Cole-McFadden (excused)

STAFF PRESENT

Shelly Green

Kim Conder

E'Vonne Coleman-Cook

At 8:30 a.m., Chair Summer Bicknell called the meeting to order. Shelly Green introduced Paul Ouimet, Managing Director of DestinationNEXT. Paul took the Board through a presentation of the first two phases of DestinationNEXT. He presented the overall findings of the scenario model based on the 260+ destinations worldwide that had taken the assessment.

Paul then reviewed and discussed the assessment results of destination strength and community support in Durham based on feedback from 74 stakeholders.

The board then discussed their highest priorities for the 2017-19 strategic plan:

- Public infrastructure, specifically issues around accessibility and mobility. DCVB's role in this would be advocacy, perhaps toward a future bond referendum.
- Workforce development and education. DCVB's role would be advocacy and structuring a public private partnership to address the issue.
- Continuing and expanding sales and marketing programs. DCVB's role would be execution of new programs.
- Bringing the Sports Commission to successful fruition. DCVB's role would be execution of the new initiative, working in concert with the newly appointed Sports Commission Board.
- Pursuing a tourism master plan. DCVB's role would be convener and advocacy toward funding of product as the plan directs. In the meantime, it was recommended that DCVB work to insert itself into all of the different economic development, arts and culture and lifestyle strategic plans underway to make sure tourism had a voice (e.g., bike trails, new business initiatives, etc.)

The Board did not take any official actions at the meeting and adjourned at 12:15 p.m.

Respectfully Submitted,

Seth Jernigan, Secretary/Treasurer