Agenda

Hillsborough Tourism Development Authority

5:30 p.m. November 18, 2026
Town Board Meeting Room, 105 E. Corbin St.

1. **Call to order and confirmation of quorum**

2. **Agenda changes and approval**

3. **Minutes**
   A. May 20, 2026 (Budget Public Hearing)

4. **Presentations**
   A. Presentation of FY25-26 TDA marketing contract successes (Alliance/Visitors Center)

5. **Discussion/Action Items**
   A. Special Projects/Partnership Funding Request- Word on the Street Literary Festival ($2,000)
   B. Special Projects/Partnership Funding Request- Mural at Walk Inn ($9,000)
   C. Special Projects/Partnership Funding Request- Elizabeth Keckly Center at Burwell School Smithsonian Institution's traveling exhibition 'Americans' Marketing request ($7,500)
   D. Special Projects/Partnership Funding Request- Telling the Full Story Podcast/Documentary and informational booklets ($10,000)
   E. Direction on Special Project/Partnership Funding of Moorefield's Bluegrass Festival Partnership- $2,500 (event was cancelled)
   F. Follow-up information on Special Project/Partnership Funding- Outlandish Shuttle Service
   G. Marketing Budget Amendment Proposal ($5,200) for Triangle Media Partners campaign
   H. Adoption of draft 2027 TDA Meeting Calendar
   I. Presentation of the FY26 TDA Audit
   J. Discussion on TDA funding structure/policies and any updates/modifications needed (time permitting)

6. **Monthly Reports and Updates**
   A. Tourism Staff Updates
      - Staffing announcements for OCVB interim director
      - Fund balance spend down ideas for FY28 (more marketing budget for next year, more holiday décor budget, potentially hiring a staff person next year)
      - Need to fill Occupancy Tax seat vacancy

   B. Occupancy Tax Report

C. TDA Member Comments & Updates

7. Adjournment