

Agenda

Hillsborough Tourism Development Authority

5:30 p.m. April 16, 2025

Town Annex Conference Meeting Room, 105 E. Corbin St.



1. Call to order and confirmation of quorum

2. Agenda changes and approval

3. Minutes review and approval

A. None.

4. Action/Discussion Items

- A. Special Project & Partnerships: Solstice Lantern Walk 2025 (FY 2026)
- B. Special Project & Partnerships: River Park Concert 2025 (FY 2026)
- C. Special Project & Partnerships: Town & TDA UPROAR Public Art Purchase (FY 2025 or FY 2026)
- D. Integrating TDA & Tourism Board marketing through the Visitors Center for FY 2026
- E. Draft FY 2026 TDA Budget- first look
- F. Marketing idea for the remainder of FY 2025- Chatham Magazine

5. Monthly Reports and Comments

- A. Tourism Staff Updates
 - Cultural Performing Arts Center update
 - Meeting with Virginia International Raceway staff
 - Occupancy Tax Report (to-date)
- B. TDA Member Comments & Updates

6. Adjournment