

# Agenda

## Tourism Development Authority Regular Meeting

5:30 PM January 31, 2024

Board Meeting Room, Town Hall Annex, 105 E. Corbin St.



1. **Call to order**
2. **Agenda changes and approval**
3. **Minutes review and approval**
  - [A.](#) November 8, 2023
4. **Action items**
  - A. Reappointment of Members Pace and Black for a term ending January 31, 2025
  - B. Elect Chair & Vice Chair
  - [C.](#) 2024 Hillsborough TDA Meeting Schedule
  - [D.](#) Special Project & Partnership Funding Request: Flushfest Sponsorship
  - [E.](#) Special Project & Partnerships Funding Request: River Park Concert Sponsorship
5. **Discussion items**
  - A. Update on Official Visitors Map update process & new bus wrap
  - [B.](#) Update on STR/Home Occupation ordinance requirements
6. **Monthly reports**
  - [A.](#) Occupancy Tax Revenue Report
7. **Adjournment**

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# Minutes

## TOURISM DEVELOPMENT AUTHORITY

### Regular meeting

5:30 p.m. November 8, 2023

Board Meeting Room of Town Hall Annex, 105 E. Corbin St.



Present: Chair Matt Hughes, Dani Black and Victoria Pace

Staff: Planning and Economic Development Manager  
Shannan Campbell

#### 1. Call to order

Chair Matt Hughes called the meeting to order at 5:40 p.m. Planning and Economic Development Manager Shannan Campbell called the roll and confirmed the presence of a quorum.

#### 2. Agenda changes and approval

Motion: Board member Victoria Pace moved to approve the agenda as presented. Board member Dani Black seconded.

Vote: 3-0.

#### 3. Minutes review and approval

Minutes from regular meeting on August 23, 2023

Motion: Black moved approval of the minutes as submitted. Pace seconded.

Vote: 3-0.

#### 4. Action items

##### A. TDA Partnership in Downtown Parking Study (\$2,500)

Campbell explained that a parking study was planned for the fall of 2020 but was shelved because of the pandemic and a lack of urgency because everyone was staying home. The last parking study was done by town staff in 2013. Recently the town has removed some parking and striped new parking spaces on King St. Campbell said the town doesn't know how many public parking spaces it has in its inventory. She noted the town has seen a lot more businesses, especially restaurants and bars, open in the past few years. The study would determine where the town can add spaces and how special events, such as Hog Day, impact parking. She said Orange County is considering expanding parking on their properties, especially at the courthouse, but they are also planning to expand building footprints. She noted that at its last meeting the Tourism Board pointed out that parking could become an issue in West Hillsborough and advised that area be included in the study. Campbell noted that public parking in West Hillsborough is limited: the large lot on South Nash St. is leased from the North Carolina Railroad, the Eno Mill and Eno River Brewery have restricted private parking, and there are only 70ish spaces at Gold Park, which sometimes becomes full.

Pace reiterated that parking in West Hillsborough should be included in the project and expressed concern at the estimated price of the study, but said she assumed it would be thorough. Hughes noted that the town usually budgets more than is needed for studies like this. Campbell shared Carrboro's parking study, done in

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2022, on the projector. She explained that if the full budgeted amount isn't spent that is good but that studies like this that include data collection, graphics, etc. can get expensive quickly.

Motion: Black moved to approve budget amendment to fund the \$2,500 request. Pace seconded.

Vote: 3-0.

Campbell confirmed that there was adequate fund balance to support the budget amendment.

## 5. Discussion items

### A. Short Term Rentals FAQs

It was agreed more information about short term rentals was needed and that the definition of a rental lodging unit might be clarified. Campbell explained that the town currently has a maximum of 600 square feet for a home occupation and 800 square feet for an ADU (accessory dwelling unit). Both sizes are a little small and might be raised to 900sf or more and should be the same since those uses could occupy the same space as Black had pointed out in a previous meeting. She suggested the assumption that a home occupation takes place in one room is unrealistic. Hughes asked if the town could use a percentage of a residence's total footage rather than the number of square feet of the lodging unit. Black noted that if residents have a home occupation, they aren't allowed to have a short-term rental, but some residents might need both. Campbell said that restriction would apply only if a resident were running a business from home, not if he or she is simply working from home. Black said many people have both a home occupation and a short-term rental and should be able to do both if they aren't bothering the neighbors and following the rules. She also noted that many people have whole house short-term rentals. Campbell explained the town doesn't allow whole-house short-term rentals; those are considered as bed-and-breakfasts or hotels and need permits as such. Black said many people don't know about the square footage restrictions and would like to see an education/information campaign after the ordinance was cleaned up. Pace expressed concerns that accessibility and affordability are diminished if all the good real estate is bought up and rented out by people who don't live in town. Campbell agreed that short term rentals have been known in some places to impact affordable housing stock but also noted that they provide a unique opportunity in Hillsborough to 'live like a local'. She said that since there aren't many hotel rooms available short term rental is filling that gap for the time being.

Pace asked if the board's goal was to clarify the FAQ's. Black noted the board can't change the rules because it's part of the Unified Development Ordinance. Campbell described the changes to the FAQs she was proposing and said that the Planning Board and Town Board would be considering updates to the UDO that would align. Hughes said a maximum of two home occupations made sense, since two members of a household might be running two separate businesses from the home. He asked how a short-term rental owner remits a tax without telling the town where the units are, and how does the town ensure owners are remitting all the taxes that are owed. Black noted that the tax is usually collected by the platform and remitted. She pointed out that owners could potentially evade the tax by renting to repeat customers outside of third-party websites. She suggested the town could ask for reports from platforms such as Airbnb if tax evasion is suspected. When asked Campbell said she wasn't sure if Orange County Planning Department allows short term rentals in their jurisdiction. Black said she thought Chapel Hill no longer allows them.

Black suggested the board request the UDO be revised to allow a maximum of two home occupations and maximum of 900 square feet for lodging units and ADUs. She brought up the requirement that a person running a home occupation must live on the premises. Campbell noted that requirement might be hard to enforce but should be included. Pace asked if other parts of the FAQs needed clarification. Black said the board had covered the two parts she thought needed to be clarified.

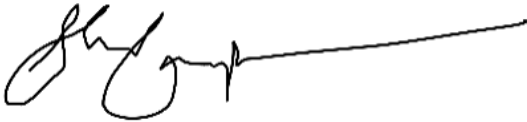
**6. Monthly reports**

- A. Campbell had no updates or new occupancy tax figures to report.
- B. Board comments  
There were none.

**7. Adjournment**

Black moved to adjourn the meeting at 6:25p.m. Pace seconded.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Shannan Campbell', with a long horizontal line extending to the right.

Shannan Campbell  
Planning and Economic Development Manager  
Staff support to the Hillsborough Tourism Development Authority

Approved: Month X, 202X

## Meeting Schedule: 2024

### TOURISM DEVELOPMENT AUTHORITY

Meetings start at 5:30 p.m. in the Board Meeting Room of the Town Hall Annex, 105 E. Corbin St., unless otherwise noted.

Times, dates and locations are subject to change.

#### Regular meetings

Regular meetings typically occur quarterly on the third Wednesday of the month but may vary.

Jan. 31  
April 17  
Aug. 21  
Nov. 13

#### Special meetings

May 15 Budget public hearing and adoption





**FlushFest: West Hillsborough's Homemade Music and Film Festival:**  
*A weekend celebrating local music and classic silent film. A project of  
West Hillsborough based nonprofit After the Rain*

**Project Summary:**

After the Rain, a West Hillsborough based nonprofit is requesting **\$10,000** to support organization, supplies and musician stipends for **FlushFest, West Hillsborough's homemade music and film festival**. FlushFest is a unique, funky festival that Hillsborough locals and visitors alike have grown to love.

The festival will take place on the weekend of June 21, 2024 and will feature a large variety of local music, writers, film, and food trucks. Around 60 performers will grace FlushFest's stages. Now in its sixth year, FlushFest is expanding to a full weekend of "World Music for a Better World," and is moving to a bigger venue. The Eno River Brewery will host the FlushFest 2024 main stage and food truck rodeo on Saturday June 22, from 11 Am- 10 PM, and there will be several other smaller venues across West Hillsborough during the weekend, including an evening of music and silent film with live piano on Friday, June 21 at Eno House. In addition to great music all weekend, FlushFest will feature kids activities, outdoor games, a toilet themed photobooth, and an afternoon of live art creation, where festival goers can watch the magic of local artists putting musically inspired paintings onto canvas.

The festival strengthens the West Hillsborough community and has

attracted attendees from outside the neighborhood, nearby towns and even from other states. In 2023 volunteers at the donation desk recorded around 500 attendees, some of whom came from Durham, Chapel Hill, Mebane and Raleigh, as well as from as far away as Tennessee, Florida, New York and California. This year volunteers will continue to track out of town guests who make a donation at the festival check in table. Festival attendance is expected to be 1,000, which will bring in an estimated \$45,000 of business to Hillsborough, according to the Americans for the Arts calculator.

We will be partnering with local hotels and short term rentals and we have a link to Hillsborough lodging and dining on [our website](#).

Advertising will include 300+ posters in Hillsborough, Durham, Chapel Hill and surrounding areas, and yard signs in strategic intersections in Hillsborough, A banner at the entrance of town, announcements in the Indy Weekly, VisitHillsboroughNC.com, Evenbright, News of Orange, allevents.in, CBS17 TV, WHUP FM, and WUNC FM. We will list local hotels and short term rentals on our website, Instagram and Facebook page. Additionally, the Alliance for Historic Hillsborough has offered to collaborate on publicity, boosting social media posts and submitting material to local news outlets. The Hillsborough Arts Council will also boost social media posts. The Eno Arts Mill and Orange County Arts Commission will also feature FlushFest in its newsletter.

We are requesting funding to support this unique festival. In 2023, thanks to a Tourism Development Authority Special Projects grant, we were able to offer every one of our more than 60 musicians a thank you stipend. We hope to do the same in 2024, which will help us to attract and retain the incredible musical talent we have been able to offer in the past.

The festival enhances Hillsborough's reputation as a leader in the arts in the Triangle area, and highlights West Hillsborough as a strong part of that movement.

### **Project Description:**

Now in its sixth year, FlushFest has become a West Hillsborough institution. It's a weekend-long festival which celebrates local musicians,

writers and filmmakers. The performers at FlushFest reflect Hillsborough's reputation as a center for world class arts; many of those who will be performing are well renowned on national and world stages.

FlushFest, as its name implies, celebrates toilets. FlushFest is a project of After the Rain, a West Hillsborough based NGO which runs [The Appropriate Sanitation Institute](#) (ASI). ASI shares knowledge about Condominial Sewerage, a sewerage system which is capable of serving urban slums in places where conventional sewerage cannot reach. To keep the festival accessible to all, entrance is by donation. In 2023 FlushFest raised approximately \$6,000 for our international sanitation education projects.

The festival will take place at several West Hillsborough venues. On the evening of Friday, June 21, we will have a silent film with live piano and one or two other musical acts at Eno House Community Center. Eno River Brewing will host the main stage on Saturday, June 22, from 11 AM- 10 PM. Two food trucks will park in the ERB lot. We are also in discussion with the Eno Arts Mill, where we hope to open a second stage, and park two more food trucks in the Mill parking lot, either on Saturday the 22nd or on Sunday the 23rd. We also hope to have an after party at Nash Street Tavern on Saturday the 22nd. Parking is available at Eno River Brewing, the Eno Arts Mill, the Eno Mill Weaver Street lots, First Community Baptist Church, Nash Street public lot, and Redeye. We are also exploring the possibility of using the Hillsborough circulator bus to bring festival goers from the downtown Churton Street parking lot to the festival site. To cut down on vehicular traffic, we will hold a drawing for a donated gift package for all festival attendees who self-report that they walked or biked to the festival.

Our festival directors, Grace Beeler and Peter Estep have produced and organized the festival six times on a volunteer basis (five FlushFests, and one Halloween special). All the bands have donated their time, and we have been lucky enough to have had some wonderful volunteers to donate equipment, set up and break down the festival, do sound mixing, kids activities, work at the front desk and more. In 2024 we will compensate the organizers and musicians for some of the hard work that it takes to run a festival.

We have also been very lucky to receive donations from local businesses of gift cards and merchandise to use as thank you gifts for donations,



including, Yep Roc records, Art by David Bermel, Art by Judy Ackly Brown, Volume Records and Beer, The Parlour on King, The Purple Crow, Paws at the Corner, Jewelry by Diane Decker, The Wandering Llama, Acupuncturist Heather Bree, The Colonial Inn, Whit's Custard and Cedar Walk Wellness Center. We anticipate having support from these businesses again, and more in 2024.

In 2023, we received financial support from Redeye Records, PHE, Soccer.com, Michael and Gail Corrado, Heather Bree Acupuncture, and real estate agent Cindy McIntyre. We anticipate support from these businesses and more in 2024.

Some highlights of the musical acts that performed in 2022/2023, and are likely to return to perform in 2024 are:

Brazilian Sambasoul sensation **Wesley Noog**. From Rio de Janeiro to Durham, Noog is considered the "King of Sambasoul." He has released six original albums, and his 2008 album "Mameluco Afro Brasileiro" had more than a million downloads.

**Footnotes Tap Ensemble** brings varied and highly-acclaimed repertoire including classic, historical choreography as well as commissioned works including pieces from Gene Medler, Director of the highly acclaimed North Carolina Youth Tap Ensemble.

**Stan Lewis**, guitarist, vocalist and photographer from Chapel Hill, North Carolina. Lewis was a founding member of the rock and rock band **Southern Culture On The Skids**, which Rolling Stone calls "a hell raising rock and roll party."

Brazilian Choro with **Rebecca Kleinmann**. Latin Grammy Nominated pianist and composer, Jovino Santos Neto said, "Rebecca plays flute with the passion of a flamenco dancer." Rebecca's international career has taken her to perform on stages in Argentina, Brazil, Africa, Europe and Australia.

Singer songwriter **Mike June**, who the The Austin Chronicle considers "a storyteller of the revolution."

**Godi Godar**, Congolese Marimba player and environmental activist who, with his NGO Go Conscious Earth, has managed to save one million acres of rainforest in the Democratic Republic of Congo.

In addition to music, the festival hosts local writers to read, screens locally made films, and shows several classic silent films with live piano accompaniment.

Detailed Proposed Project Budget FlushFest: West Hillsborough’s Homemade Music and Film Festival					
a. Item	b. Amount Requested (for each item)		c. Other Funding Sources & In-Kind Donations		d. Total Budget (add columns b-d)
			Amount	Source	
1. After the Rain staff - festival organization/setup/teardown	\$ 3000			In kind donations	\$3000
Festival volunteers (planning, setup, festival days, cleanup)			\$15,500	In kind donations	\$15,500
2. Musical acts, readings, films			\$9,000	In kind donations	\$9,000
3. Musician/sound crew stipends	\$3500				\$3500
4. Dinner for musicians			\$250	PHE	\$250
Two sets of sound equipment loan/delivery			\$1500	In kind loan	\$1500
4. Supplies for lawn games, kids activities and photo booth.	\$ 250		\$250	Eno River Dental	\$500
5. T-shirts, keychains and other thank you gifts for donations			\$500	Soccer.com, Redeye Records, festival donations.	\$500

6. Advertising	\$1750		\$250	Cindy McIntyre, festival donations	2000
7. Insurance	500				\$500
9. Shade canopies	\$500				\$500
10. Porta Potties	\$500				\$500
<b>TOTALS</b> (sum of each column)	\$ 10,000		\$27,250		\$37,250

**\*\* PLEASE PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET \*\***

**Total Project Funding Requested \$ 10,000**

Percentage of Matching Funds Provided  
(by either 'In-Kind Donations' or 'Other Sources'):

% 73

Dollar amount of Matching Funds Provided  
(by either 'In-Kind Donations' or 'Other Sources'):

\$37,250

## River Park Concert 2024

The Triangle Music Alliance is pleased to announce the return of River Park Concert to Hillsborough on Saturday, April 20<sup>th</sup>, 2024 from Noon – 8pm. This FREE event has a great history of bringing local bands as well as Regional and National Headliners to Hillsborough's Downtown River Park. We anticipate between 2-3,000 people. This year's Non-Profit Partner is WHUP-FM and hope you will take the opportunity to not only go to the FREE event but also purchase tickets for the Sustainer Event on Friday, April 19<sup>th</sup>. The sustainer event raises money to support both the FREE event and benefits WHUP-FM.

**TMA Proposal to TDA: \$5,000**

**Use of Funds:** purchase of 1,000 Event Flyers, Social Media Animation, distribution of Event Flyers and Social Media advertising push on FB & IG & other advertising costs

**Economic Impact to Hotels in Hillsborough:** We estimate 30-40 hotel rooms will be booked in advance of this event. We can confirm that the Colonial Inn already has reservations for

Hotels	est. Hotel Rooms	Confirmation of rooms already booked
Colonial INN	15	8
Holiday INN Express	15	7
Microtel	10	0
AirB&B's	5	0
Total	45	15

This year's FREE event will feature an Art Walk, Community Mural, Local Craft Beer and Cider, and a food truck rodeo. The musical line up will include some of our local favorites, **Heat Preacher; Gone Ghosts; Hot Rooster** and a Regional Headliners, **Cool Cool Cool** (formerly Turquaz) RPC2024 is Rock & Funk & will get people dancing. We are still sourcing a final act and should announce this shortly on our social media sites. We have already posted a "Save the Date" for the April 20<sup>th</sup> RPC2024 Event.

**[www.riverparkconcert.com](http://www.riverparkconcert.com)** contains more information about the FREE and Sustainer Events.

## Detailed Special Project/Partnership Budget

a. Item	b. Amount Requested via Grant Funds (for each item)	c. Other Funding Sources & In-Kind Donations		d. Total Budget (add columns b-d)
		Amount	Source	
Ex: Revolutionary War Re-enactors	Ex: \$1,000	Ex: \$300	Ex: State Historical Society	\$1,800
1. River Park Concert advertising – WHUP-FM	\$	\$5,000	TDA	\$5,000
2. River Park Concert Town Video – WHUP-FM	\$	\$4,000	TDA	\$4,000
3.	\$	\$		\$
4.	\$	\$		\$
5.	\$	\$		\$
6.	\$	\$		\$
7.	\$	\$		\$
8.	\$	\$		\$
9.	\$	\$		\$
10.	\$	\$		\$
11.	\$	\$		\$
12.	\$	\$		\$
13.	\$	\$		\$
14.	\$	\$		\$
15.	\$	\$		\$
16.	\$	\$		\$
17.	\$	\$		
<b>TOTALS</b> (sum of each column)	\$	\$		\$9,000

**\*\* PLEASE PROVIDE ADDITIONAL SHEETS IF THERE IS NOT ENOUGH ROOM TO ACCOMMODATE YOUR FULL BUDGET \*\***

**Total Project Funding Requested from TDA      \$9,000**

Percentage of Matching Funds Provided  
(by either 'In-Kind Donations' or 'Other Sources'): %

Dollar amount of Matching Funds Provided  
(by either 'In-Kind Donations' or 'Other Sources'): \$



## 5.2 USE-SPECIFIC STANDARDS

### 5.2.8 DWELLING, ACCESSORY

#### 5.2.8.1 Accessory dwelling units in freestanding structures

5.2.8.1.d ~~The structure containing the accessory dwelling must meet the applicable primary building setbacks established in Table 6.3.1, Dimensional Requirements — residential OR Section 7.5.3, Non-conforming lot setback requirements. The existing, primary dwelling may be non-conforming in regard to building setbacks required in the zoning district. The setback provision in Section 9.1.5.2.c of this ordinance is not available for an accessory building containing a dwelling unit. An accessory dwelling unit shall be located to the side or rear of the primary dwelling and behind the primary dwelling's front façade. Accessory dwelling units shall conform to all applicable setback requirements of this ordinance except that the minimum setback from each property line shall be five (5) feet.~~

5.2.8.1.f The accessory dwelling unit ~~does shall~~ not exceed fifty (50) percent of the ~~heated living area gross floor area~~ of the principal dwelling unit or ~~800-1,000~~ square feet in gross floor area, whichever is ~~less greater~~. In no case shall the accessory dwelling unit exceed the gross floor area and/or height of the principal dwelling unit.

#### 5.2.8.2 Accessory dwelling units within a principal single-family dwelling

5.2.8.2.d The accessory dwelling unit ~~does shall~~ not exceed fifty (50) percent of the ~~heated living area gross floor area~~ of the principal dwelling unit or ~~800-1,000~~ square feet in gross floor area, whichever is ~~less greater~~. In no case shall the accessory dwelling unit exceed the gross floor area of the principal dwelling unit.

### 5.2.18 HOME OCCUPATION

#### 5.2.18.1 All home occupations shall comply with the following conditions:

5.2.18.1.c The area occupied by the home occupation shall not exceed ~~25~~ fifty (50) percent of the ~~heated floor area gross floor area~~ of the dwelling unit to which it is accessory. ~~A home occupation may also occupy no more than 500 square feet of an accessory building on the same parcel as the dwelling to which it is accessory.~~ In no case may the area of a home occupation account for more than ~~600-1,000~~ square feet of total area on a parcel (dwelling, outbuilding, and area involved in raising an agricultural product).

Gross Receipts Revenues- 3% Occupancy Tax  
Hillsborough TDA- FY 24

Month	FY16	FY17	FY18	FY 19	FY20	FY21	FY22	FY23	FY24	% change	\$ change
July	\$6,412.32	\$6,622.14	\$5,604.00	\$6,267.28	\$6,797.64	\$4,855.98	\$8,181.56	\$8,132.51	\$10,687.85	31.4%	\$2,555.34
August	\$6,335.36	\$6,458.94	\$6,094.39	\$5,288.34	\$6,390.74	\$4,381.47	\$9,090.84	\$11,288.27	\$7,286.14	-35.5%	-\$4,002.13
September	\$5,428.49	\$5,401.73	\$4,985.52	\$9,242.30	\$6,265.60	\$4,685.04	\$9,688.30	\$9,105.77	\$9,921.99	9.0%	\$816.22
October	\$6,208.61	\$7,925.60	\$7,028.33	\$7,774.28	\$5,598.44	\$5,117.90	\$9,918.92	\$11,250.80			
November	\$5,742.22	\$6,209.44	\$5,492.54	\$6,095.06	\$6,516.02	\$4,496.83	\$8,168.62	\$9,249.59			
December	\$4,100.27	\$3,201.66	\$4,238.66	\$4,569.26	\$2,608.42	\$4,191.23	\$5,791.34	\$6,406.47			
January	\$3,505.92	\$3,923.49	\$4,469.38	\$3,437.93	\$3,203.58	\$4,616.82	\$6,258.71	\$9,472.21			
Feburay	\$4,235.02	\$4,375.99	\$4,144.12	\$3,611.76	\$6,783.07	\$6,257.41	\$7,003.14	\$7,608.99			
March	\$5,403.98	\$5,266.85	\$5,263.71	\$5,285.74	\$4,023.83	\$6,947.85	\$7,977.29	\$11,422.90			
April	\$7,136.84	\$6,718.14	\$7,299.26	\$6,523.68	\$3,501.62	\$7,200.18	\$12,473.66	\$11,248.82			
May	\$2,834.44	\$6,800.03	\$5,149.78	\$6,948.12	\$3,916.17	\$8,718.04	\$11,221.93	\$12,615.64			
June	\$10,502.66	\$5,698.33	\$8,967.06	\$5,984.40	\$4,333.70	\$9,943.45	\$9,813.66	\$13,049.55			
YTD total	\$67,846.13	\$68,602.34	\$68,736.75	\$71,028.15	\$59,938.83	\$71,412.20	\$105,587.97	\$120,851.52	\$27,895.98		-\$630.57