



Durham Convention Center Authority Retreat

Tuesday January 31, 2023

On site meeting at Durham Convention Center 11:00 to 5:00

DCC Authority Members Present: *Pashara Black, ~~Marian Dillahunt~~, Ari Medoff, Lew Myers, Alice Sharpe, Joye Speight, Nicole Thompson, and Ashley Varela*

Spectra Venue Management (SVM) Present: *Rebecca Bolton, ~~My Tran~~, and Nick Hancock*

City and County Representatives Present: *David Ades, Trish Creta, Tim Flora, April French, ~~Al Walker~~, Jina Propst, ~~Karmisha Wallace~~, ~~Shaunecie Wardick~~, Darlene Dollar, and special guest Mary Grace Stoneking*

1. **Introduction** – The retreat began at 11:00am. Mary Grace Stoneking was the special guest, got the retreat started with icebreaker which everyone introduced themselves and a little bit about their jobs. Mary Grace also let the group in a center focus exercise.
2. **History and Tour** – Jina gave a history of the DCCA from the 1987 until current with a 75-year air lease. Becky led the tour of the Durham Convention Center gave update of the updates that have been made such as the carpet, new paint, beautiful artwork from local artist that is for sale and how it is rotated every several months.
3. **Roles and Responsibilities** – currently there are 8 members: 3 County, 3 City, 1 Mayoral appointee, and 1 Board appointee. Alice mentioned that Ashley Varela has decided to stepdown at this time (Clerk's Office has been notified and will be posting the Board vacancy by the week of 2/6/23). Alice reminded all members that the most important thing is for all to attend the meetings per the attendance policy members need to attend 50% of meetings. Ari asked what does the board look for in a member? Alice and Becky mentioned a well-rounded background and someone with strong network ability. Alice mentioned that role as vice-chair will be ending 7/1/23 so need to look at who will replace and would have conversations with those interested. Other members had asked about their term dates, Darlene to get those to members. Meeting time will go back to 1 ½ hour instead of just 1 hour updated calendar information was sent out on 2/1/23 to board members. Nicole had

mentioned about the December meeting that is held the first Thursday of January hard due to everyone coming back from holiday. However, no one else seemed to have an issue so as of now the first Thursday of January will remain. What is the role the member plays? Lew stated the Board give it what it wants policy issues, the members should only be talking to Becky, she is the CEO of the Board, on issues not in our lane or any conflicts with agenda. Also there is still the need for the **Finance Committee and Marketing Committee** will discuss these Committees more in the February meeting. Nicole asked if the Board should attend City/County Managers Meetings. Pashara mentioned she would like more information on way to advocate.

4. **Financials - Where we were, and Where we are:** Becky presented the financial overview which showed several years and how when the pandemic came in 2020 the financials dropped. Items mentioned were that the base management fee does up each year by CPI, OVG put in place guardrails, the incentive each year is based on gross not net, tradeshow are hard to book due to space and ways to use the space, banquets are book for 1 day, right now booking 18 months out and have a lot of repeat customers. Becky wants to see about increasing conventions since that is where the money is at with room reservations, food & beverage. Tim gave an update about the FUND Statement where the City/County funds are placed but the City manages the account. David said he would like to see the actual numbers.
5. **Looking Forward – Visioning Activity/Workshop (SWOC):** looking in the future the **Capital needs:** Trish and Jina talked about FY24 projects look at those projects that were put on hold due to COVID, DCC Security needs may need to be pushed forward this fiscal year, Entrance rendering so visitors know where the Convention Center doors are, bathrooms refresh concepts, new website, HVAC in the Convention Center/Hotel lobby, main water pump, and back of house project. **DDI** currently working on their 2035 DD Blueprint which will have community input; hopefully, will have information in March focus on how to control, what challenges, how to keep the authentic feel of downtown Durham. **Expansion Feasibility Study** both Beck and Alice spoke on this topic that 2011 was the last time this study was done. Council Member Williams asked in the last work session to have a feasibility study done after a conversation with Becky cost \$80,000.00. The **DPLEX** (DCC, Arts Complex, Carolina Theatre, and Durham Arts Council) was mentioned on items they are looking at having done such as replace the LED lighting in the courtyard, landscape needs to be refreshed, look at installing an art piece, wayfinding board (like the one at South Point Mall), welcome sign, new booking system where vendor only has to sign 2 contracts whereas right now they sign 7 contacts.
6. **Next Steps** – The **DCCA Annual report** for DCC will be on 2/9/23 at the work session. If Board Members can attend that would be nice but do not expect to be asked questions. **Final Activity**, Mary Grace had a final activity where she asked 3 questions and members wrote down ideas. Mary Grace will compile the information and send the information back to the board members. **DCCA next meeting** will be on 2/23/23.