

**BURGAW TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

DATE: October 5, 2023
TIME: 8:30 AM
PLACE: Burgaw Town Center, 108 E Wilmington Street
MEMBERS PRESENT: Eden Mills, Myra McDuffie, Mukesh Shah, Jennifer Hansen
MEMBERS ABSENT: None
TOWN STAFF PRESENT: Jayna Augst, Recreation Coordinator
Tiffany Byrd, Deputy Finance Officer
Olivia Dawson, Mayor
PUBLIC PRESENT: Brian MacLean, Erin Moran

Call to Order

Ms. McDuffie called the meeting to order at 8:39 am.

Approval of Minutes

Ms. Mills made a motion to approve the minutes from the September 7, 2023 regular meeting. Mr. Shah seconded the motion. Motion carried.

Guest Presentation—Brian MacLean and Erin Moran, Cumulus Media Group

Mr. MacLean and Ms. Moran from Cumulus Media Group gave a presentation about radio advertising on a few local stations.

The board discussed the presentation, and Ms. Augst will get back with the representatives regarding their proposal.

Old Business

Ms. Augst presented updated billboard quotes from Lamar. The board did not make a decision about billboard advertisement.

Ms. Augst updated the board on the rack cards they previously motioned to order. Ms. Augst proposed the board hire AlphaGraphics to design and print the rack cards, which will have a local business listing on them. Mr. Shah made a motion to purchase 1000 from AlphaGraphics and have them design them. Ms. Hansen seconded the motion. Motion carried.

New Business

No new business.

Other Items If Necessary

No other items.

Adjournment

Ms. Mills made a motion to adjourn. Mr. Shah seconded the motion. Motion carried.

Meeting adjourned 10:11 am.

Attest: _____
Jayna Augst, Recreation Coordinator

Myra McDuffie, Chairperson