

## **AGENDA**

### **LEXINGTON TOURISM AUTHORITY LEXINGTON, NORTH CAROLINA**

**REGULAR MEETING**  
**4:00 P.M.**

**September 14, 2021**  
**Visitor Center**

- I. **CALL TO ORDER**
- II. **APPROVAL OF MINUTES**
  1. Regular Meeting – June 8, 2021
  2. Special Called Meeting – August 26, 2021
- III. **PETITIONS FROM CITIZENS** - Members of the public may address the Tourism Authority on items not listed on the printed agenda. Please state your name and address and observe the three-minute time limit.
- IV. **ADOPT AGENDA**
- V. **RECOGNITIONS/PROCLAMATIONS/PRESENTATIONS**
  1. Introduction of LTA Executive Director Morgan Brookshire
- VI. **REGULAR BUSINESS**
  1. Financial Report – Through August 2021  
Sarah Reece, Accounting Supervisor
  2. 2 N. Main Street Lease  
Robin Bivens, Executive Director

## **AGENDA**

### **VII. EXECUTIVE DIRECTOR'S REPORT**

#### **1. Journalist Visit/Interviews:**

**NC Food & Beverage** - Matt Weiss and Max Trujilo  
A Mecca of Que at Lexington Barbecue August 19, 2021  
Barbecue Center Lexington, NC August 24, 2021  
Goose and Monkey Brewhouse/Bull City Ciderworks  
September 2, 2021  
Red Donuts/Conrad & Hinkle September 19, 2021  
10k downloads each session – ad value \$15,000 per episode

**PBS- NC Weekend** – David Hardy  
October 7, 2021 9pm  
50,000 viewers – ad value more than \$750,000 (30 minute episode)

#### **2. Open Discussion**

#### **3. Next Meeting November 9, 2021**

### **VIII. ADJOURNMENT**

*Anyone who needs an accommodation to participate in the meeting should notify the Lexington Tourism Authority at 336-236-4218 at least forty-eight (48) hours prior to the meeting or call North Carolina Relay at 1-800-735-8262.*