



# TOWN OF HILLSBOROUGH

Page 1

## Personal Information

**\* Full name**

Spencer Welborn

**\* Home address**

[REDACTED]  
[REDACTED]

**\* Primary phone**

[REDACTED]

**Secondary phone**

\*\*SKIPPED\*\*

**\* Email**

[REDACTED]

**Employer**

Eno River Brewing

**Job title**

Co-Owner/Member

**\* Birth date**

[REDACTED]

**\* Gender**

Male

**\* Preferred pronouns**

He/him/his

**\* Hispanic, Latino or Spanish ancestry**

No

**\* Race**

White

**\* Have you attended Government 101 for community members?**

Yes

Page 2

## Board Selection

You must meet at least one of the eligibility criteria for each board you would be willing to serve on:

Board of Adjustment

- Live in town
- Live in the extraterritorial jurisdiction area

Historic District Commission

- Live in town
- Live in the extraterritorial jurisdiction area

Parks and Recreation Board

- Live in town

Planning Board

- Live in town
- Live in the extraterritorial jurisdiction area

Tourism Board

- Own or operate a restaurant in town
- Live, own property or be employed in town

Tourism Development Authority

- Be affiliated with a business collecting lodging tax

**\* First choice board**

Tourism Board

**Second choice board**

**\*\*SKIPPED\*\***

**Third choice board**

**\*\*SKIPPED\*\***

Page 3

## Short-Answer Questions

**\* Have you served or are you serving on a town board? Which ones and when?**

I have never served nor am I currently serving on a town board.

**\* Why do you want to serve on a town board? What would you specifically like to accomplish?**

Since buying a home in Hillsborough in 2010, I have kept a close eye to the inner workings of Hillsborough. Although I worked in Chapel Hill from 2008 - 2023, I spent all all of my "free" time in and around Hillsborough as a visitor and then a resident. Hillsborough has become a large part of my life and where we have decided to raise our family. Government 101 was always on my radar, however due to my previous job, the dates just never worked out. Throughout the years, I have frequently pulled TOH agendas and kept up with the current government happenings for our town. This is a very special town and I have always been fascinated on how our town views its future. Fast forward to 2025, I am now a business (co)owner in West Hillsborough (that contributes to the Food and Beverage Tax) and recently completed Government 101. The TOH is in a very unique position as it relates to economic development that is driven by tourism, travel, and outside visitors. From the outside looking in, we have done a wonderful job over the last few years in supporting the aforementioned areas. My intentions would be to add another voice and viewpoint (from numerous approaches) that would add value to the board. I think that my viewpoint of being a longtime resident well before owning a business in town is a unique asset. My goal would be to continue to assist the town in moving forward in a smart and calculated way as it relates to the scope of the tourism board. There is so much potential as it relates to economic development surrounding tourism and making Hillsborough a premier tourist destination.

**\* Do you have relevant work, volunteer or educational experience for the boards you selected?**

While I have never worked on a local government, I feel like my overall background would be a good addition to the board. My previous career was working in a sector of the athletics world. Throughout my lifetime, I have mostly only traveled for major sporting events (work), food, and beverage. My previous work has taken me over a large portion of the United States, and on each trip, I made it a point to interact with the local economy. I have a plethora of experience of embedding myself in the local food and beverage scene (tourism scene) of each city. For years, my travel was decided by events, food, and beverage and that's how I ended up in a specific city. Having a minor in Leisure Studies, I have always paid close attention to how different CVB's across the country have promoted their cities and what "campaigns" are being pushed at that time. With my previous work, I have been fortunate to see how instrumental town/city government plays in bringing different types of visitors to their cities.

**\* How are you connected to Hillsborough?**

Resident (homeowner) since 2010 (Beckett's Ridge, now Churton Grove); Currently own a small business in West Hillsborough; My kids are in Hillsborough Elementary; My kids play sports and go to camp at the Recreation Center; Personally, I grew up visiting a friend who lived on W. Queen Street and we would ride bikes in the 1980's up and down Churton Street to get milk shakes at Luigi's (now Kim's Bake Shop), followed by hours of basketball at the Rec Center.

**\* Have you reviewed town plans and other documents available on the town website?**

Yes, I have reviewed all of the documents on the town website. While I had reviewed most of the said documents in years past, we were able to discuss most all of these plans/documents in our Govt. 101 class this Fall!

**\* What challenges facing the town could be addressed by the board or boards on which you wish to serve?**

A potential challenge that I could see facing the town/tourism board would be a lack of funding based on the tax being collected for food and beverage. In our current climate, folks are less likely to spend their hard-earned money around town. People seem to be traveling less and not spending as much money visiting new towns, events, experiences. Less funding may lead to less opportunities, but could also allow the board to be more creative with future initiatives.

**\* How did you hear about this opportunity?**

Other: Long time resident so familiar with the board, new business owner in the area that contributes to the Food and Beverage Tax

*I have been advised that I am committing to attend the appointed board's regular meetings. Attendance at the regular meetings is required for me to maintain membership on the board. The Board of Commissioners may declare a vacancy on the board because of non-attendance.*

View the complete code in the Hillsborough Code of Ordinances: [Appointed Boards, Task Forces and Authorities](#).

**Confirm understanding of attendance policy**

Confirm