



**NORTH CAROLINA**  
HOSPITALITY ALLIANCE

February 3, 2025

Wake County Commissioners

Re: Board Appointment Nominee, Greater Raleigh Convention and Visitors Bureau

Dear Commissioners:

On July 8, 2025, Ms. Valerie Hillings' appointment on the board of the Greater Raleigh Convention and Visitors Bureau Board of Directors will expire. This appointment is selected by the County under the category of "Representative of Tourist or Convention Related Business."

**The Wake County Hospitality Alliance, a chapter of the North Carolina Hospitality Alliance, requests the Wake County Commissioners to consider the appointment of James D. Beley as Ms. Hilling's replacement on the GRCVB Board of Directors with term commencing in July 2025 and expiring July 2027.**

Mr. Beley is a 50-year veteran of hotel management and currently the Director of the North Carolina Hospitality Alliance based in Raleigh. He lives in Raleigh with his wife Ellen and is active in his community efforts.

Thank you for considering this appointment to the GRCVB Board of Directors. If you require additional information, please let me know.

Respectfully yours,

Cyndi Tomblin  
Administrator  
Wake County Hospitality Alliance