

TOWN OF YADKINVILLE
TOURISM DEVELOPMENT AUTHORITY BOARD
REGULAR MEETING MINUTES
WEDNESDAY, OCTOBER 4, 2017
LOCATION: COMMISSIONERS CHAMBERS
213 VAN BUREN STREET
YADKINVILLE, NC

OFFICIALS PRESENT:

Sandy Thomas – Chair
John Willingham
Gloria Brown

STAFF PRESENT:

Town Manager: Perry Williams
Town Clerk: Shelia Weathers
TDA Administrator: Richard Smith
Town Staff: Alex Myrick

Quorum requirements met – meeting proceeded.

1. CALL TO ORDER

The regular meeting was called to order by Chair, Sandy Thomas at 10:03 a.m.

2. APPROVAL OF MINUTES

Mr. John Willingham made a motion to approve the minutes as presented (listed below).
Gloria Brown seconded the motion and the motion passed unanimously.
Vote: 3/0

- August 3, 2017- Joint Special Called Meeting Minutes

3. NEW BUSINESS

- **Yadkin Valley Heritage Corridor Request:**

Chair, Sandy Thomas presented a map of the Heritage Corridor. After review, the Board found that the trail is adjacent to Yadkinville, but does not include the town limits. The Heritage Corridor includes the Leaf-to-Vine Scenic Byway, which is a 65-mile trek through Surry and Yadkin County and covers Wilkes, and a portion of Caldwell County. After some discussion, the TDA Board declined the refund request based on the fact it offered no benefit to the Town.

Mr. John Willingham made a motion not to participate, or fund the Leaf to Vine Scenic Byway unless it passes through the Town of Yadkinville. Mrs. Gloria Brown seconded that motion, and the motion passed unanimously.
Vote: 3/0

- **Civil War Trail Markers Maintenance Request:**

Planning Advisor Richard Smith presented a request from Mrs. Jamie Johnson (Chamber of Commerce) for maintenance of one (1) Civil War marker along the Civil War Trail located in the Town. Town Manager Perry Williams stated that funding for the marker was eliminated from the 2017-18 budget. He noted that Mrs. Johnson originally budgeted \$600 to maintain the land marker, but decreased the amount to \$200. The TDA Board discussed the maintenance and advertisement cost and concluded that the landmark advertisement is the brunt cost. The Board was reluctant to approve and tabled until more clarification was provided.

The TDA Board discussed the Town's participation in the Southern Traveling Lifestyle magazine. Town Manager Perry Williams stated that money is in the budget if the Board elected to contribute. He presented a copy of the South Shore Media advertisement cost totaling \$2,380. The \$2,380 total includes the county as a whole, therefore, the Town would only need to pay a portion. Mr. Williams noted that the Town pays sixty percent, and the County pays forty percent, leaving the Town with \$600 for future advertising.

Mr. John Willingham made a motion to contribute \$1,000 to the South Shore Media advertising account. Mrs. Gloria Brown seconded that motion, and the motion passed unanimously.

Vote: 3/0

- **Regular Meeting Dates Schedule:**

Town Manager Perry Williams presented the Board with the 2018 Regular Meeting Schedule and asked the Board to review and approve.

Mrs. Gloria Brown made a motion to approve the 2018 meeting dates for the TDA Board. Mr. John Willingham seconded, and the motion passed unanimously.

Vote: 3/0

4. OTHER BUSINESS

- Planning Advisor Richard Smith apprised the TDA Board regarding the possible buyer for the Days Inn.
- Mr. John Willingham inquired about the tax collection reports and requested that the reports be included at the monthly Board meetings. He noted it would be beneficial to review and be informed on the tax trends within the Town.
- Planning Advisor Richard Smith made the Board aware that fund requests and application for the North Carolina Downtown Revitalization and Economic Development was sent to the North Carolina Department of Commerce. The North Carolina Department of Commerce will send a contract to the Town, in which the \$100,000 grant will become available. Mr. Smith stated the deadline to use the funds was June 30, 2018.
- Planning Advisor Richard Smith discussed the Facade Grant with the Board. He stated that both grants could be used for similar things. He reiterated to the TDA Board that if any grant requests were received, to share with Town Manager Perry Williams or Town Clerk Shelia Weathers.

- Mr. John Willingham presented the idea of wall murals on the downtown buildings. He stated that the mural would enhance the beauty of Yadkinville, as well as, help bring tourism to our area. Mr. Willingham projected that the possible costs for a high-quality mural could be up to \$5,000.
- Mr. John Willingham indicated that bicycle events would be a good resource to help promote tourism. He stated that Yadkinville had a significant biking community. The Board discussed the downtown area to host two (2) or three (3) rides and provide a meal afterward. Further discussions determined that the Town and the Town TDA could help fund the event.
- Town Manager Perry Williams indicated that Jessica Wall, a County employee, contacted Town Commissioner Monta Davis-Oliver on the feasibility of a walking trail around downtown Yadkinville. Ms. Wall indicated that she would like to make a map containing Town's businesses.
- The TDA Board inquired about the tourist sign-in log at the Chamber of Commerce. They requested that Town Manager Perry Williams include the log in the monthly meeting items.

5. ADJOURNMENT

With no further business to discuss, Chair Sandy Thomas moved the meeting be adjourned. Mr. John Willingham seconded the motion, and the motion was approved unanimously. The meeting adjourned at approximately 10:57 a.m.

Vote: 3/0



Sandy Thomas, Chair



Shelia B. Weathers, Town Clerk