

**TOWN OF YADKINVILLE  
TOURISM DEVELOPMENT AUTHORITY  
REGULAR MEETING  
MEETING MINUTES  
OCTOBER 8, 2019  
10:00 A.M.  
TOWN HALL – COMMISSIONERS CHAMBERS  
213 VAN BUREN STREET, YADKINVILLE NC 27055**

**TDA MEMBERS**

**(PRESENT/ABSENT):**

Sandy Thomas – Chair - Absent  
John Willingham  
Jay Martin

**TOWN OFFICIALS**

**PRESENT:**

Shelia Weathers – Assistant Town Manager  
Crystal Sprague – Town Clerk  
Dina Reavis – Finance Officer  
Dawn Pardue – Police Chief

Quorum is met – meeting proceeded.

**1. MEETING CALLED TO ORDER**

Mr. John Willingham called the meeting to order at 10:01 A.M.

**2. APPROVAL OF PREVIOUS MINUTES**

*Mr. Jay Martin moved to approve the minutes of the May 14, 2019 Tourism Development Authority Meeting. Mr. John Willingham seconded the motion, and the motion passed unanimously.*

*Vote: 2/0*

**3. NEW BUSINESS**

Finance Officer Dina Reavis presented the TDA's budgeted invoices.

• **INVOICES (Attachment #1)**

- VC3, Inc. Website Partnership Plan (Two Monthly Invoices) - \$200  
*(Budgeted Item 2019-20)*
- Yadkin Civitan Club "Music in the Park" (Three Invoices) - \$2,800  
*(Budgeted Item 2019-20)*

- Yadkin County Chamber of Commerce – 2019 Yadkin Valley Grape Festival Sponsorship - \$3,000 (*Budgeted Item 2019-20*)
- Yadel (Downtown WiFi (Two Monthly Invoices) - \$927.98 (*Budgeted Item 2019-20*)

- **HALLOWEEN DOWNTOWN EVENT (OCTOBER 31<sup>st</sup>)**

Mr. John Willingham updated the TDA Board regarding the Halloween Downtown Event scheduled for October 31, 2019 from 3:00 p.m. till 5:00 p.m. Mr. Willingham reported that everything ready to go and the costume contest will take place at 5:00 p.m. on the outdoor stage at the Yadkin Cultural Arts Center. Chief of Police Dawn Pardue noted that Main Street from the stoplight all the way down to Van Buren Street would be blocked off by the Yadkinville Police Department to ensure safety.

- **VISIT NC FARMS (EVENT APP)**

Assistant Town Manager Shelia Weathers presented to the members of the TDA the Visit NC Farms event app. She stated that the app instantly connects our community to people who are interested in farm experiences and building relationships with farmers. Mrs. Weathers added that visitors to our area can use the app to explore farms, farmer's markets, and local restaurants that are off the beaten path and unique to our community. Mrs. Weathers noted that Yadkin County would like to see if the TDA would like to experience the app and help contribute to the total cost of \$5,500. Yadkin County is applying for a grant that will hopefully pay ½ of the set-up cost. The yearly fee to join is \$50.00.

*Mr. Jay Martin made a motion to contribute \$900.00 not conditional to the set-up cost for the app, and a motion to do a trial basis of the app for one year for \$50.00. Mr. John Willingham seconded the motion, and the motion passed unanimously.*

*Vote: 2/0*

- **ELM STREET ELECTRICAL OUTLETS**

The TDA members discussed the electrical outlets on Elm Street. There are currently 110 outlets on Elm Street, for events and festivals. The TDA members all agreed that most services offered, and events being held in Town are moving closer towards the Yadkin Cultural Arts Center. There is a need for more outlets to be installed on a separate pole(s) closer to the Arts Center. Mr. John Willingham recommended that the Board acquire a price quote from Duke Energy for the pole(s), installation, outlets along with the monthly charge, and present the quote at the next meeting. All members agreed.

- **2020 SCHEDULED MEETINGS ADOPTION (MOTION) (Attachment #2)**

*Mr. Jay Martin made a motion to approve and adopt the 2020 Scheduled Meetings. Mr. John Willingham seconded the motion and the motion passed unanimously.*

*Vote: 2/0*

- **FOURTH OF JULY FESTIVITIES**

Assistant Town Manager Shelia Weathers gave an overview of the current plans in place for the 2020 Fourth of July Festivities. She stated that the band for the event has been secured, and we are working on securing the stage for the band. Mrs. Weathers informed the Board that we plan on inviting four or five food trucks to next year's event, along with face painting, and maybe a few other vendors.

- **BOARD APPRECIATION DINNER**

Assistant Town Manager Shelia Weathers reminded the Board that the Board Appreciation Dinner will be held on Friday, December 13, 2019 at 5:30 p.m. It was noted that the next TDA meeting will be Tuesday, January 14, 2020.

#### **4. OTHER BUSINESS**

Finance Officer Dina Reavis presented the Board with the financials packet, including occupancy tax documents and check registers.

- **FINANCIALS**

TDA Board member Mr. Jay Martin recommended the TDA move \$18,000 from their checking account to the NCCMT Term Portfolio.

*Mr. Jay Martin made a motion to move \$18,000 from the TDA's checking account to the NCCMT Term Portfolio. Mr. John Willingham seconded the motion and the motion passed unanimously.*

*Vote: 2/0*

Assistant Town Manager Shelia Weathers informed the TDA Board that Sandy Thomas the current Chair of the TDA will be stepping down from serving on the Board. She stated that the Board will need to discuss options and consider a business owner in Town that collects Occupancy Tax to ask if they would consider being a member of the Board. The Board agreed to discuss and report back at the next meeting.


5. ADJOURNMENT

*With no further business to discuss, Mr. John Willingham moved to adjourn the TDA Board meeting. The motion was seconded by Mr. Jay Martin, and the motion passed unanimously. The Board adjourned at approximately 10:54 A.M.*

*Vote: 2/0*

  
Sandy Thomas  
Chair

  
John Willingham

  
Crystal Sprague  
Town Clerk