

TOWN OF YADKINVILLE
TOURISM DEVELOPMENT AUTHORITY BOARD
REGULAR MEETING MINUTES
WEDNESDAY, NOVEMBER 1, 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
Alex Myrick

Quorum requirements met – meeting proceeded.

1. CALL TO ORDER

The regular meeting was called to order by Chair, Sandy Thomas at 10:02 a.m.

2. APPROVAL OF MINUTES

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

- October 2, 2017- Regular TDA Meeting Minutes

3. NEW BUSINESS

- **Yadkin Valley Heritage Corridor Partnership- Chairman Eddie Barnes:**
Mr. Eddie Barnes Chairman for the Yadkin Valley Heritage Corridor Partnership thanked the Board for their support over the prior years. He presented an overview of the goals for the Yadkin Valley Heritage Corridor Partnership. The main goal is to promote assets of the four major surrounding counties, Yadkin, Surry, Wilkes and Caldwell. Mr. Barnes noted that one of their biggest programs was the Way-Finding signage, which consist of NCDOT pre-approved signs. Assistant Treasurer Bonnie Laskey assured the TDA that the money the Heritage Corridor receives from each community benefits the whole region. Mr. Barnes noted some of the benefits of participating in the Corridor Partnership included input at board meetings, assistance with signage and grants needed for development. The Board agreed that a regional partnership would be proactive if more assurances were provided for the even distribution of funds. The total budgeted amount is \$3,720. Yadkin Valley Heritage Corridor requested a contribution of \$2,700. It was the consensus of the Board to table the request until the December 6, 2017 meeting, in order to make a more informed decision.

- **Start Your Heart- Jessica Wall:**
 Ms. Jessica Wall introduced herself as the Assistant Director/Planner at the Yadkin County Human Services Agency. Ms. Wall informed the Board that in 2015 the Health Department completed a health assessment. The health assessment concluded that Yadkin County is lacking in physical activity opportunities. Ms. Wall introduced a plan to encourage walking in the community, called Walkworks. She noted that the Health Department would like to put up a kiosk with brochures containing color-coded walking routes. Ms. Jessica Wall also mentioned that the Health Department would be applying for a \$1,500 grant for Community Change, to help advertise and print brochures. Town Manager Perry Williams apprised the TDA Board that the sidewalks downtown already have markers for Start Your Heart and asked to incorporate them into the plan. All parties agreed. Ms. Wall will arrange a meeting with the Board once a decision is received pertaining to the grant.

4. OTHER BUSINESS

- **Halloween Downtown:**
 Town Manager Perry Williams noted that in recent years, the Downtown Business Association funded the costume contest for the Halloween Downtown event. Since the Downtown Business Association is no longer active, Mr. Williams asked if the TDA would consider funding the contest. The Board discussed that the costume contest focus should be on the kids and noted the event was a great tool to unite the Town and its citizens. The Board was favorable to restructuring the contest.
- **Board Appreciation Dinner:**
 Town Clerk Shelia Weathers, informed the TDA that the Board Appreciation Dinner is tentatively scheduled for December 8, 2017, at 7 p.m. Formal invitations will be sent out, as soon as the date is approved by the Board of Commissioners.
- **Visitor Center:**
 Mr. John Willingham presented the Board with the Visitor Center log. Mr. Willingham expressed that the form is unprofessional, and does not acquire enough information. According to the log, there is an average of two visitors per week. It was discussed that the Visitor Center will be closing for three months due to the end of tourism season. The Board agreed that the Town needs to revisit the budget for the Visitor Center in next year's budget meeting.
- **ARC WiFi Grant:**
 Town Manager Perry Williams informed the Board that the Town was awarded the WiFi grant. The grant is a 50/50 matching grant totaling \$73,000. Mr. Williams noted that the next step in the process is to bid the job of installing the routers in Downtown Yadkinville. Planning Advisor Richard Smith stated that if the installation starts in March, then WiFi should be available by the summer.

5. ADJOURNMENT

With no further business to discuss, Mr. John Willingham moved the meeting be adjourned. Chair Sandy Thomas seconded the motion and was approved unanimously. The meeting adjourned at approximately 11:24 a.m.

Vote: 3/0

Sandy Thomas

Sandy Thomas, Chair

Shelia B. Weathers

Shelia B. Weathers, Town Clerk