

**YADKINVILLE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

WEDNESDAY, NOVEMBER 7, 2018

10:00 A.M.

Yadkinville Town Hall
Commissioners Chambers
213 Van Buren Street, Yadkinville, NC 27055

OFFICIALS PRESENT:

Sandy Thomas: Chair
Gloria Brown
John Willingham

STAFF PRESENT:

Town Manager: Perry Williams
Town Clerk: Shelia Weathers
Planning Advisor: Yvonne Janssen
Planner: Nick Smith
Benchmark: Monica Gehl
Town Staff: Alex Myrick

Quorum requirements met- meeting proceeded.

1. CALL TO ORDER

Chair Sandy Thomas called the meeting to order at 10:05 a.m.

1. APPROVAL OF MINUTES (October 3, 2018)

Mr. John Willingham made a motion to approve the October 3, 2018 Special Meeting minutes as presented. Ms. Gloria Brown seconded the motion and the motion passed unanimously.

Vote: 3/0

2. NEW BUSINESS

• **INVOICES (1):**

The Board discussed VC3's invoice for Website Partnership Plan. The total invoice was \$100, and will occur monthly.

• **WAYFINDING SIGNAGE UPDATE:**

Ms. Monica Gehl presented examples of logos, fonts and sign shapes for the wayfinding signage. Mr. Williams noted that NCDOT had approved the addition of water and power to the round-a-bouts. Mr. Williams asked about the price of each wayfinding sign. Ms. Gehl stated that each sign would cost approximately \$2,000 to \$3,000. The Board agreed on the round-a-bout sign shape of option two. Mr. John Willingham told the story behind the archery sculpture, "Aiming for the Mark." It was the consensus of the Board to have blocked lettering with a dark-blue background. They agreed to have the Town seal on the post surrounding the round-a-bout, and the sculpture on the face of the sign. The Board also decided on sign option three. Ms. Gehl noted that the next step is approval from the NCDOT, then price estimates.

- **BRYANT MEDIA CONSULTING:**

Mr. Perry Williams stated that Bryant Media Consulting will be making a video for the Town website. He stated that the total cost for the video will be \$3,500. The Board of Commissioners have requested that the TDA pay \$1,750 of the cost.

Mr. John Willingham made a motion to contribute \$1,750 towards the creation of a Town video, through Bryant Media Consulting. Ms. Gloria Brown seconded the motion and the motion passed unanimously.

Vote: 3/0

Mr. Perry Williams introduced new Town Planner/Assistant Manager, Nick Smith.

3. **OTHER BUSINESS**

- **CHAMBER OF COMMERCE VISITING LOG:**

The Board reviewed the Visitors Log from the Chamber of Commerce. They noted only two (2) visitors in the log for the month of October.

- **FINANCIALS:**


The Board reviewed the financials report.

Ms. Shelia Weathers reminded the Board about the Board Appreciation Dinner on Friday December 7, 2018 at 5:30 p.m. It was noted that the next TDA meeting will be Tuesday January 8, 2019.

4. **ADJOURNMENT**

With no further business to be discussed, Mr. John Willingham moved that the meeting be adjourned. Ms. Gloria Brown seconded the motion and the motion was approved unanimously. The meeting was adjourned at approximately 10:56 a.m.

Vote: 3/0



Sandy Thomas, Chair



Alex Myrick, Administrative Staff