



**TOWN OF YADKINVILLE
TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING
MEETING MINUTES
APRIL 13, 2021
10:00 A.M.
TOWN HALL – COMMISSIONERS CHAMBERS
213 VAN BUREN STREET, YADKINVILLE NC 27055**

TDA MEMBERS

(PRESENT/ABSENT):

John Willingham – ABSENT
Jay Martin
Arup Patel

TOWN OFFICIALS

PRESENT:

Mike Koser – Town Manager
Shelia Weathers – Assistant Town Manager
Alex Potts – Town Clerk
Hunter Gooden – Finance Officer

Quorum is met – meeting proceeded.

1. MEETING CALLED TO ORDER

Mr. Jay Martin called the meeting to order at 10:03 A.M.

2. APPROVAL OF MINUTES

Mr. Arup Patel moved to approve the minutes of the April 29, 2020 Tourism Development Authority Meeting. Mr. Jay Martin seconded the motion, and the motion passed unanimously.

Vote: 2/0

3. NEW BUSINESS

- **INVOICES** (Attachment #1)

Mr. Jay Martin presented two invoices. 1) \$100 to VC3 for the Website Partnership Plan; and 2) \$463.99 to Yadtel for Downtown Wifi. Both are budgeted items.

Mr. Arup Patel made a motion to approve the two invoices. Mr. Jay Martin seconded the motion, and the motion passed unanimously.

Vote: 2/0

- **GIBSON & COMPANY (ANNUAL CONTRACT AND FISCAL YEAR 2021-2022 AUDIT) – NOT TO EXCEED \$2,190**

Finance Officer Hunter Gooden informed the TDA Board that Gibson & Company will be conducting the annual audit this fiscal year for the Tourism Development Authority.

Mr. Arup Patel made a motion to approve the annual audit with Gibson & Company not to exceed \$2190. Mr. Jay Martin seconded the motion, and the motion passed unanimously.

Vote: 2/0

- **PRELIMINARY REVIEW OF FISCAL YEAR 2021-2022 TDA BUDGET** (Attachment #2)

Assistant Town Manager Shelia Weathers noted that the Yadkin County Chamber of Commerce has requested additional funding for this year's budget. She then presented a video they produced to show different features of Yadkin County.

Town Manager Mike Koser presented the proposed budget to the TDA Board. The TDA Board reviewed the Fourth of July Fireworks request for \$6,000. Manager Koser stated that this year's show will be more expensive than last year's due to selection of a new vendor, and an increase on material pricing.

The TDA Board reviewed the Yadkin County Chamber of Commerce request of \$3,500 for the Grape Festival and an additional \$1,500 for miscellaneous expenses. The Board discussed that the \$1,500 would offset travel/material expenses for shows. Assistant Manager Weathers noted that before any funds are released, the Chamber has to send present an invoice. After a lot of discussion, it was the Boards consensus to allow for the \$1,500, as long as it remains proportionate to their budget.

Town Manager Mike Koser apprised the TDA of the Civil War Trails Organization. He noted one marker on Van Buren Street that needs to be sponsored. The \$200 sponsorship includes maintenance and modifications as needed. Mr. Koser stated that the Civil War Trail Organization wants to promote history, as well as tourism.

Finance Director Hunter Gooden explained the proposed budget to the TDA, noting the projected revenue from Occupancy Tax and interest earned on investments. Mr. Jay Martin asked about moving investments to gain more interest, in which Mr. Gooden explained interest rates are very low (.01%).

The TDA Board discussed opportunity for revenue gain during the Annual Wine Festival hosted by the Yadkin County Chamber of Commerce in the Town parking lot. It was discussed that the only form of income for the TDA is Occupancy Tax.

Town Manager Mike Koser informed the TDA Board of a grant the Town has received to fund the installation of two EV Charging Stations. He noted that the Town of Yadkinville will be included on the EV Charging Station map, which will promote more tourism.

The Fiscal Year 2020-2021 TDA Board used no fund balance to balance the budget. After discussion, the TDA Board directed Finance Officer Hunter Gooden and Town Manager Mike Koser to appropriate the TDA's funds in the following way that will be reviewed at the next TDA Board meeting:

❖ Grape Festival Sponsorship:	\$3,500
❖ Chamber Miscellaneous Expenses	\$1,500
❖ Fourth of July Fireworks ½	\$6,000
❖ Music in the Park:	\$4,600
❖ Downtown Halloween Contest:	\$120
❖ Downtown Wi-Fi Monthly charges:	\$5,568
❖ Website Monthly Service charges:	\$1,200
❖ Civil War Trail Marker Sponsorship	\$200

4. OTHER BUSINESS


- **FINANCIALS – FINANCE DIRECTOR HUNTER GOODEN**

Finance Director Hunter Gooden presented the Board with the financials. The Board briefly discussed the financials and the total of TDA funds.


5. **ADJOURNMENT**

With no further business to discuss, Mr. Jay Martin moved to adjourn the TDA Board meeting. The motion was seconded by Mr. Arup Patel, and the motion passed unanimously. The Board adjourned at approximately 11:15 A.M.

Vote: 2/0



John Willingham
Chair



Alex Potts
Town Clerk