

**YADKINVILLE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

WEDNESDAY, MAY 2, 2018

10:00 A.M.

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

OFFICIALS PRESENT:

Sandy Thomas: Chair
John Willingham
Gloria Brown

STAFF PRESENT:

Town Manager: Perry Williams
Town Clerk: Shelia Weathers
Town Staff: Alex Myrick

Quorum requirements met- meeting proceeded.

1. CALL TO ORDER

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

2. APPROVAL OF MINUTES (April 4, 2018 and April 19, 2018)

Mr. John Willingham made a motion to approve both the April 4, 2018 and April 19, 2018 minutes as presented. Ms. Gloria Brown seconded the motion, and the motion passed unanimously.

Vote: 3/0

3. NEW BUSINESS

- **COASTAL LIVING MONTHLY AD POSTAGE FUNDING REQUEST- \$60.86 (ONE-HALF COST OF AD AT \$121.72):**

Chair Sandy Thomas, introduced request made by Yadkin Chamber of Commerce for Town to pay half of the postage of monthly Coastal Living magazine. After some discussion, the committee agreed to pay half of the postage.

Mr. John Willingham made a motion to pay \$60.86 monthly for the postage of Coastal Living Magazine. Ms. Gloria Brown seconded, and the motion passed unanimously.

Vote: 3/0

Mr. John Willingham noted his appreciation for the added detail on the visitor logs, but requested dates of visits. It was discussed that there is minimal traffic through the Visitor Center due to location. The TDA agreed to have Ms. Jamie Johnston send the visitor logs quarterly to evaluate the cost. Mr. Williams noted that the wayfinding signage was approved by the Board, and will help in directing people to the Visitor Center.

- **REVIEW AND APPROVAL OF FY 2018-19 TDA BUDGET:**

Mr. Perry Williams gave an overview of the 2018-2019 budget ordinance. He stated the total budget at \$37,549. Mr. Williams noted revenues of \$6,000 appropriated from Fund Balance, and Occupancy Tax Receipts of \$31,500. Appropriations include \$6,624 from Tourism-related expenditures, \$945 from Administrative, \$1,980 from Professional Services, and \$28,000 from Public Relations and Marketing. Mr. Williams informed the TDA of \$20,000 allocated for wayfinding signage. It was discussed that the wayfinding signage should be complete at the end of 2018 or beginning of 2019.

Mr. John Willingham made a motion to accept the FY 2018-2019 Yadkinville Tourism Development Authority Budget as presented. Ms. Gloria Brown seconded that motion, and the motion passed unanimously.

Vote: 3/0

4. **OTHER BUSINESS**

Mr. John Willingham apprised the committee of Stephen Lyon's Celebration, sponsored by the Yadkin Arts Council. He stated that events similar to this one would be great Town sponsored events to influence tourism. Many ideas were discussed, including food trucks, musical bands, and bicycle rides. Mr. John Willingham agreed to pursue more information about the bicycle ride event. Ms. Gloria Brown noted that events could also coincide with others. For example, the Town could host a food truck event during the Fiddler's Convention.

5. **ADJOURNMENT**

With no further business to be discussed, Ms. Gloria Brown moved that the meeting be adjourned. Mr. John Willingham seconded the motion, and the motion was approved unanimously. The meeting was adjourned at approximately 10:55 a.m.



Sandy Thomas, Chair



Alex Myrick, Town Staff