



**TOWN OF YADKINVILLE  
TOURISM DEVELOPMENT AUTHORITY  
REGULAR MEETING  
MEETING MINUTES  
APRIL 9, 2019  
10:00 A.M.  
TOWN HALL – COMMISSIONERS CHAMBERS  
213 VAN BUREN STREET, YADKINVILLE NC 27055**

**TDA MEMBERS**

**(PRESENT/ABSENT):**

Sandy Thomas – Chair  
John Willingham (ABSENT)  
Jay Martin

**TOWN OFFICIALS**

**PRESENT:**

Perry Williams – Town Manager  
Shelia Weathers – Interim Assistant Town Manager  
Dina Reavis – Finance Officer  
Nick Smith – Planning Director

Quorum is met – Meeting proceeded

**1. MEETING CALLED TO ORDER**

Mrs. Sandy Thomas called the meeting to order at 10:05 A.M. and established that a quorum was present to conduct board business.

**2. APPROVAL OF PREVIOUS MINUTES**

Mr. Jay Martin moved to approve the minutes of the March 12, 2019 Tourism Development Authority Meeting. Mrs. Sandy Thomas seconded the motion, and the Tourism Development Authority Board voted unanimously to approve the previous meeting's minutes.

Vote: 2/0

**3. NEW BUSINESS**

- **INVOICES (Attachment #1)**
  - Website Partnership Plan (Year 1) Monthly Invoice (April 2019) - \$200.00
  - Yadtel Telecom (Downtown Wi-Fi) - \$463.99

Town Manager Perry Williams presented the TDA's invoices. Mr. Jay Martin asked about the range and availability of the downtown Wi-Fi. After some discussion, Mr. Martin moved to approve the invoices. Mrs. Sandy Thomas seconded the motion, and motion passed unanimously.

Vote: 2/0

- **CANNON & COMPANY (ANNUAL CONTRACT & AUDIT) (Attachment #2)**  
Mr. Martin moved to approve contract with Cannon & Company for the Board’s annual audit. Mrs. Sandy Thomas seconded the motion, and the vote passed unanimously.  
Vote: 2/0
- **PRELIMINARY REVIEW OF FISCAL YEAR 2019-2020 TDA BUDGET**
  - Music in the Park Budget Request - \$3,350
  - Chamber of Commerce Budget Request - \$10,000

The TDA Board reviewed the budget proposed by Town Manager Perry Williams. The Town Board of Commissioners asked the TDA Board to consider funding the Music in the Park request for Fiscal Year 2019-2020. The TDA Board reviewed the Chamber of Commerce request of \$10,000 for various items, including the Yadkin Valley Grape Festival. After some discussion, it was the consensus of the TDA Board to approve the request by the Board of Commissioners of \$3,350 and continue the \$3,000 contribution for the Yadkin Valley Grape Festival since it promotes downtown Yadkinville.

The Fiscal Year 2018-2019 TDA Board appropriated \$6,049 from the Board’s general fund to balance the TDA budget. Finance Officer Dina Reavis predicts a general fund appropriation of \$2,697 to balance the TDA Board’s Fiscal Year 2019-2020 Budget. After discussion, the TDA Board directed Finance Officer Reavis and Town Manager Williams to appropriate the TDA’s funds in the following ways that will be reviewed at the next TDA Board meeting:

- Wayfinding Signage (Comprehensive Plan): \$10,000
- Yadkin Valley Grape Festival Sponsorship: \$3,000
- Chamber of Commerce Budget Requests: \$0.00
- Music in the Park: \$3,350
- Downtown Wi-Fi Monthly Service Charges: \$5,687.88
- Town Website Monthly Service Charges: \$1,200

- **WAYFINDING SIGNAGE UPDATE**  
Town Manager Williams gave an update to the TDA Board on an email received from Mr. Jason Epley with Benchmark Planning about the Towns wayfinding signage. Mr. Epley stated that NCDOT accepted the proposed roundabout design, but rejected the proposed wayfinding signs. He noted that the Town of Yadkinville adopted the Yadkin Valley Wayfinding Signs previously approved by NCDOT for use in the entire Yadkin Valley. The Board did not make any motions and will discuss the next steps to pursue.
- **FOURTH OF JULY FESTIVITES**  
Interim Assistant Town Manager Shelia Weathers informed the TDA Board that the provider of the performance stage, the band, and the winery had withdrawn from the planned Fourth of July festivities due to a conflict. The Board discussed options and agreed to set a Special Called meeting before their next regular meeting to discuss festival options.

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

- **FINANCIALS**  
The Board had no comments or discussion on the financials.
- **CHAMBER OF COMMERCE VISITOR LOGS**  
No Visitor Logs were available to review.

#### **5. ADJOURNMENT**

With no further business, Mr. Jay Martin moved to adjourn the TDA Board meeting. The motion was seconded by Mrs. Sandy Thomas, and the motion passed unanimously. The Board adjourned at approximately 11:40 A.M.

Vote: 2/0



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Sandy Thomas  
Chair



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Nick Smith  
Planning Director

