

YADKINVILLE TOURISM DEVELOPMENT AUTHORITY

MEETING MINUTES

June 7, 2017

The Yadkinville Tourism Development Authority met on June 7, 2017 at 10:00 a.m. in the conference room at the Yadkin Center of Surry Community College. In Chairman Sandy Thomas absence, John Willingham called the meeting to order. Gloria Brown made a motion to approve the minutes of the May 16, 2017 meeting. This motion was seconded by John Willingham.

Information was shared with the members on the lodging tax collections. The County collected \$2,384.72 and the Town collected \$3,828.40 for the month of April 2017. Monthly expense report was shared for the month of April & May 2017. Expenses included payment for website hosting, travel south expenses, reimbursement for staff time, Winter Reds payments, Quilt Trail brochure, public radio campaign, travel expo winner package, Yadkin Valley Heritage Corridor (fourth quarter) payment and TDA toll-free line. County and Town of Yadkinville Tourism Development Authorities will not be merging together. Town of Yadkinville withdrawn their decision and will not be included in the merger. The legislative bill continues to move forward with adding Town of Boonville and East Bend. Perry Williams, Yadkinville Town Manager was present to give an update on the decision to withdraw from the merger. Town of Yadkinville is focusing on their comprehensive plan which includes revitalizing downtown Yadkinville. The Town would like to use the tourism funds on marketing Yadkinville but to continue to work with the County TDA on projects as well. There was discussion on the importance of continuing to work together and not having the two authorities meet separately. Wayne Matthews suggested that the two groups still meet together occasionally throughout the year. Rufus Brickey was disappointed in the decision to not merge as they groups have worked very hard and do such a great job together to promote the County. Gloria Brown, Town TDA member reported her concerns about not meeting together and having two separate administrators. That it didn't seem the best way to be efficient. John Willingham, Town TDA member reported that in it was in their best interest to move forward and not merge together. Jamie presented the FY18' administrative contract. The contract for the Town will not be renewed. The FY'18 budget was approved at the last meeting of the Town of Yadkinville TDA. Discussion of the budget and the administrative contract will be held at the special called meeting for the Town of Yadkinville TDA on June 13. There needs to be discussion on how to move forward as agreements have already been signed off for projects in the new budget year.

An update was given on current activities with the Tourism Development Authorities. John Willingham reported that the Yadkin Arts Council was withdrawing their request for funding for the, Dance for the River: The Interdisciplinary Arts & Environmental Awareness Program. This is a collaborative effort between Christine Rucker Photography, the UNC School of the Arts School of Dance, Yadkin Riverkeeper and the Yadkin Cultural Arts Center. It will feature a collection of photographs of dancers along the river, live dance performances, and a narrative tying it all together. Galleries, high schools and colleges in Yadkin, Forsyth, Davidson and Rowan counties will host the project from Fall 2017 through 2018. NC DoT has advised us that we can go with other vendors for our signage but if the font, color, etc. isn't correct then DoT will pull up the signs. In the best interest of the TDA, it looks like we will need to go with them for our signage. An updated quote was sent if we wanted to purchase only three signs at this time instead of the five. The cost of the project would be around \$6,000.00. We will not be able to do the signage in this year's budget due to the timing of when DoT can approve a signage contract. After some discussion, Gloria Brown made a motion to move forward with the original quote to do all five signs for \$9800.00 in

next year's budget. This motion was seconded by John Willingham. The Lake Hampton brochure inventory is getting low and we will be reprinting the brochure soon. Jamie reported that we distributed wine bottle bags filled with information on the area to guests that were staying at the Days Inn in Yadkinville for Merlefest. The inventory has now been depleted and we will be purchasing those bags again to use for special events. Jamie presented a request from the Town of Yadkinville for the TDA's to consider funding the new town banners that have been installed on main street. The cost of the project is \$2380.00. John Willingham made a motion to approve supporting the funding request for the town banners. This motion was seconded by Gloria Brown.

After no further business, the meeting was adjourned on a motion by John Willingham and seconded by Gloria Brown.

The next meeting of the Yadkinville Tourism Development Authorities will be held at a special called meeting on June 13, 2017 at 1:00 p.m. at Yadkinville Town Hall.

Attendance

Gloria Brown
John Willingham
Dina Reavis
Perry Williams



Staff

Jamie Johnston