

**YADKINVILLE TOURISM DEVELOPMENT AUTHORITY**

**REGULAR MEETING**

**WEDNESDAY, JULY 11, 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  
Planning Advisor: Yvonne Janssen  
VC3 Staff: Tim McCausland &  
Kathleen Hall

Quorum requirements met- meeting proceeded.

**1. CALL TO ORDER**

The meeting was called to order by Chair Sandy Thomas at 10:07 a.m.

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

Ms. Gloria Brown made a motion to approve the May 2, 2018 minutes as presented. Mr. John Willingham seconded the motion and the motion passed unanimously.

Vote: 3/0

**3. NEW BUSINESS**

- **COASTAL LIVING MONTHLY AD POSTAGE FUNDING REQUEST- \$15.64 (ONE-HALF COST OF AD AT \$31.28):**

Town Manager Perry Williams introduced a request from Yadkin Chamber of Commerce for Town to pay half the postage of monthly Coastal Living magazine. The total cost of postage was \$31.28. After some discussion, the committee agreed to pay half of the total cost.

Mr. John Willingham made a motion to pay \$15.64 for postage of Coastal Living Magazine. Ms. Gloria Brown seconded and the motion passed unanimously.  
Vote: 3/0

- **WAYFINDING SIGNAGE CONTRACT:**

Mr. Perry Williams presented a contract with Benchmark Planning to create wayfinding signage designs. Benchmark quoted \$12,550 for the design of signs, as well as NCDOT approved placement of the signs. Mr. Williams noted that the Town had allocated \$30,000 for the project.

Ms. Gloria Brown made a motion to accept the contract with Benchmark Planning to do wayfinding signage. Mr. John Willingham seconded that motion, and the motion passed unanimously.

Vote: 3/0

- **VC3 WEBSITE REDESIGN PRESENTATION:**

Tim McCausland introduced himself and Kathleen Hall as VC3 employees. VC3 is an IT/web design company for municipalities. Mr. McCausland gave an overview of the phases for the website design process. Phase one is the discovery phase where VC3 conducts interviews with Town staff to gain feedback on website goals. Phase two is the navigation structure, which analysis where the public is visiting within the current website. Phase three is content strategy, which is figuring out what information needs to be added and what needs to be excluded. Phase four is homepage content. Phase five is the building process, where Town staff and Boards will provide feedback on the site preview, and phase six includes staff training. Mr. McCausland presented a schedule for the website with a completion date of September 13, 2018. He explained that the contract is active for four years and includes annual training. Once the contract has ended the Town can elect to renew it for free, and the website will be recreated.

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

- **FINANCIALS:**

Mr. Williams presented the Board with a financials packet, including occupancy tax documents and check registers.

- **VISITOR LOG - YADKIN CHAMBER OF COMMERCE:**

The Board reviewed visitor logs from the Visitor Center. It was discussed that the average number of visitors per month was two (2). Mr. Williams noted the budgeted amount for the Visitor Center at \$3,000 for the 2018-2019 Fiscal Year. Mr. Willingham requested an invoice for a check in the amount of \$208.33. The Board discussed the check was requested for Visitor Center operations and there will be one more payment for the same amount.

- **FOURTH OF JULY PARADE EVENT:**

Mr. Williams noted several complaints regarding the lack of events between the Fourth of July Parade and the Fourth of July Fireworks. He suggested that the Town TDA and Civitans Group host an event next year. The board collaborated ideas.

Town Manager Perry Williams suggested a Specially Called Meeting in September 2018. Town Clerk Shelia Weathers noted the next scheduled regular meeting for October 5, 2018.

**5. 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 11:30 a.m.



Sandy Thomas, Chair



Alex Myrick, Administrative Staff