

TOWN OF YADKINVILLE
BOARD OF COMMISSIONERS AND
TOURISM DEVELOPMENT AUTHORITY BOARD
SPECIAL CALLED MEETING MINUTES
LOCATION: COMMISSIONERS CHAMBERS
213 VAN BUREN STREET
YADKINVILLE, NC
MONDAY, AUGUST 3, 2017
12:00 P.M.

OFFICIALS PRESENT:

Yadkinville TDA

Sandy Thomas – Chair
John Willingham
Gloria Brown

Mayor & Board of Commissioners:

Mayor Eddie Norman
Betty Driver-ABSENT
Tony Hall
Monta Davis-Oliver
Chris Matthews
Scott Winebarger

STAFF PRESENT:

Town Manager: Perry Williams
Town Clerk: Shelia Weathers
TDA Administrator: Richard Smith

Quorum requirements met by both boards – meeting proceeded.

1. CALL TO ORDER

- Mayor Eddie Norman called the Special Called Meeting to order at 12:05 p.m. on behalf of the Board of Commissioner.
- Chair Sandy Thomas called the Special Called Meeting to order at 12:06 p.m. on behalf of the Yadkinville TDA.

2. APPROVAL OF MINUTES

Mr. John Willingham made a motion to approve the minutes as presented (listed below).
Chair Sandy Thomas seconded the motion and passed unanimously.
Vote: 3/0

- July 5, 2017 Regular Meeting Minutes

3. NEW BUSINESS

- **Fiscal Year 2017-2018 Budget (Attachment #1):**
Town Manager, Perry Williams, presented the Fiscal Year 2017-2018 Budget for the Yadkinville Tourism Development Authority. He stated that Finance Officer

Dina Reavis put together a budget as discussed in the prior meeting. A revision was made to the Visitor Center line item in order to balance the budget of \$31,500. A Miscellaneous Tourism line item was created in the amount of \$7,600 for related expenditures. Both Boards discussed the possibility of moving the Visitor Center to the Yadkin Cultural Arts Center, since staff is present every Saturday. It is believed that the Arts Center would be the best fit due to location and staffing. The Board further noted that a visitor log was imperative to keep track of the visits to downtown Yadkinville and incorporate at the Chamber of Commerce.

Town Manager Perry Williams presented the current Visitor Center Operation's Budget at \$2,500, cut from the previous amount requested of \$4,536. The Tourism Development Board expressed their concerns on the expenditures and hourly wage to maintain the Visitors Center at the Chamber of Commerce. It was suggested to move the center next year, but uphold the obligations appropriated for the current 2017-18 budget year.

Mr. John Willingham made a motion to adopt the Yadkinville Tourism Development Authority Fiscal Year Budget 2017-2018 as presented. The motion was seconded by Mrs. Gloria Brown and passed unanimously.
Vote: 3/0

- **Goals and Objectives:**

Town Manager, Perry Williams opened the discussion of the goals and objectives on Town revitalization. He asked the Boards to establish direction for him, Planning Advisor Richard Smith and Town Clerk Shelia Weathers. Mayor Norman gave a brief history on the East Main Street Sidewalk Project and noted this will aid in the revitalization efforts. Town Manager Perry Williams added that construction would begin soon from Jackson to Van Buren Street. The second topic was directional signage for visitors along Highway 601 and 421 corridor to point people to the downtown area. Digital signs and billboards were considered as possible options. After some discussion, it was felt that a billboard on Highway 421 displaying the Town's events and digital signage at the end of ramps would be the best choice. Mayor Norman reiterated that four roundabouts and a median down the middle of South State Street was going to be constructed in the future. Town Manager advised that the State appropriated additional funding for the downtown revitalization project. On the recommendation from Mayor Norman, the Boards appointed Planning Advisor Richard Smith to look into possibilities for signage.

- **Chamber of Commerce Request:**

Town Manager, Perry Williams presented a request from the Chamber of Commerce in the amount of \$423.30 for Mr. Bobby Todd to attend the 2017 Visit N.C. In-State Media Mission, a trade show in Charlotte. After some discussion, the TDA Board denied the request noting it was not a benefit to the Town. Mayor Norman requested that the TDA Board consider giving more funds to the Yadkin Valley Grape Festival since it takes place in Yadkinville. The current contribution is \$1,500 with an increase of \$1,500 brought the total funding to \$3,000. The Board granted the increase and wanted the Town to be recognized as a contributor.

Mr. John Willingham made a motion to increase the Yadkin Valley Grape Festival sponsorship from \$1,500 to \$3,000 with Yadkinville being recognized as a contributor. The motion was seconded by Mrs. Gloria Brown and passed unanimously.

Vote: 3/0

- **Revitalization and Economic Development Grant Discussion:**

Planning Advisor Richard Smith requested the Boards to advise him on placement of directional signage. The Boards agreed on the possibility of a double-sided sign positioned north towards Winston-Salem, if possible. Mr. Smith apprised the Boards of discussions between the County Manager and him on softening up the appearance of the county courthouse building along with other improvements. His suggestion was to add trees to the sides of the building, and moving the front parking forward. Town Manager, Perry Williams apprised the Boards on the possibility of closing Elm Street to secure more parking for the courthouse.

4. OTHER BUSINESS

No other business was discussed.

5. ADJOURNMENT

ADJOURNMENT – Yadkinville TDA Board:

With no further business to discuss, Mr. Willingham moved the meeting be adjourned. Mrs. Gloria Brown seconded the motion and was approved unanimously. The meeting adjourned at approximately 12:51 p.m.

Vote: 3/0

The Board of Commissioners continued their meeting.

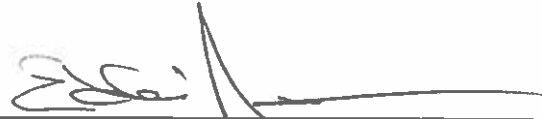
Sewer Extension Request:

Town Manager Perry Williams gave the Board of Commissioners a description of the sewer extension request. He inquired whether the Town Board wanted to absorb the entire sewer extension costs to the proposed Farm Credit site or ask for assistance from the County and Farm Credit. He advised that the most economical cost is \$86,000, and the line will run on the same side of the property at a ten foot depth. The proposal is to extend the gravity sewer as far as possible. After some discussion, it was the consensus of the Board to invest in moving the sewer line to the Surry Community College campus as the growth corridor expands. Mr. Williams stated that Farm Credit agreed to finish paving the road to the church.

ADJOURNMENT – Board of Commissioners:

With no further business to discuss, Commissioner Monta Davis-Oliver moved the meeting be adjourned. The motion was seconded by Commissioner Tony Hall and was approved unanimously. The A meeting adjourned at approximately 1:14 p.m.

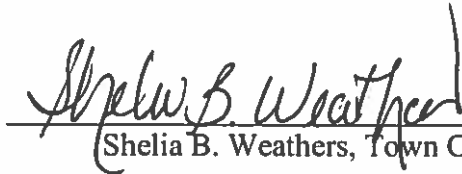
Vote: 5/0



Eddie Norman, Mayor



Sandy Thomas, TDA Chair



Shelia B. Weathers, Town Clerk