



TOWN OF YADKINVILLE
TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING
MEETING MINUTES
APRIL 11, 2023
10:00 A.M.
TOWN HALL – COMMISSIONERS CHAMBERS
213 VAN BUREN STREET, YADKINVILLE NC 27055

**TDA MEMBERS
(PRESENT/ABSENT):**

John Willingham
Jay Martin
Gray Garrison

TOWN OFFICIALS

PRESENT:

Mike Koser – Town Manager
Alex Potts – Town Clerk
Hunter Gooden – Finance Director

Quorum is met – meeting proceeded.

1. MEETING CALLED TO ORDER

Chair John Willingham called the meeting to order at 9:58 A.M.

2. APPROVAL OF MINUTES

Mr. Jay Martin moved to approve the minutes of the January 10, 2023 Tourism Development Authority Meeting. Mr. Gray Garrison seconded the motion, and the motion passed unanimously.

Vote: 3/0

3. CROSSROADS CYCLING CO. PRESENTATION

Mr. Willingham introduced Mr. Matt Winnicki and Mr. David Carlton from Crossroads Cycling Company. Mr. Willingham stated that cycling had become very popular in Yadkin County, and requested information on how to host a cycling event. Mr. Winnicki stated that Yadkin County had a huge appeal to cyclers, due to low traffic and scenery. He presented a list of criteria to such event. The first step was to create a purpose for the event by stating what the proceeds will fund, or why you are hosting the event. The

Finance Director Hunter Gooden presented the appropriations as follows:

- ❖ Grape Festival Sponsorship – \$3,500
- ❖ “Music in the Park” Event Sponsorship – \$4,600
- ❖ Yadkin Valley Heritage Corridor – \$2,000
- ❖ Chamber Miscellaneous expenses – \$1,500
- ❖ Downtown Halloween Event – \$120
- ❖ Civil War Trail Markers Sponsorship – \$200
- ❖ Fourth of July Fireworks (1/2 split with Town Budget) – \$8,550
- ❖ Yadkin County Cultural Arts Center (1/2 split with Town Budget) – \$7,500

Mr. Gooden noted that after appropriations, \$1,227.12 remains available for use. After some discussion of future events, the TDA discussed increasing funds.

Mr. Gooden asked for recommendations. The TDA discussed the request from the Chamber of Commerce. They asked Mr. Gooden to contact the Chamber in regard to profits and expenditures from the Grape Festival.

5. OTHER BUSINESS

- FINANCIALS

Finance Director Hunter Gooden presented the finances to the TDA Board. He noted the balances of the checking account, as well as NC Capital Management Trust. The current interest rate is 4.57%, which is a small increase from January.

- 2024 TDA MEETING SCHEDULE

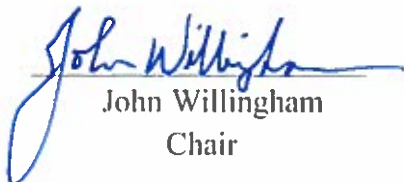
Mr. Jay Martin made a motion to approve the 2024 Meeting Schedule for the TDA. Mr. Gray Garrison seconded the motion, and the motion passed unanimously.

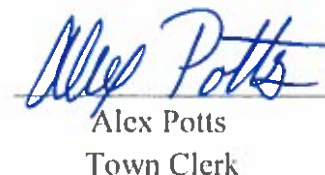
Vote: 3/0

6. ADJOURNMENT

With no further business to discuss, Mr. Jay Martin moved to adjourn the TDA Board meeting. The motion was seconded by Mr. Gray Garrison, and the motion passed unanimously. The Board adjourned at approximately 11:15 A.M.

Vote: 3/0


John Willingham
Chair


Alex Potts
Town Clerk