



TOWN OF YADKINVILLE  
TOURISM DEVELOPMENT AUTHORITY  
**REGULAR MEETING**  
**MEETING MINUTES**  
**APRIL 12, 2022**  
**11:00 A.M.**  
TOWN HALL – COMMISSIONERS CHAMBERS  
213 VAN BUREN STREET, YADKINVILLE NC 27055

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

John Willingham  
Jay Martin  
Arup Patel – ABSENT

**TOWN OFFICIALS**

**PRESENT:**

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

Quorum is met – meeting proceeded.

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**1. MEETING CALLED TO ORDER**

Chair John Willingham called the meeting to order at 11:07 A.M.

**2. APPROVAL OF MINUTES**

*Mr. Jay Martin moved to approve the minutes of the October 12, 2021 Tourism Development Authority Meeting. Mr. John Willingham seconded the motion, and the motion passed unanimously.*

*Vote: 2/0*

### 3. NEW BUSINESS

- **INVOICES (Attachment #1)**

- VC3 Website Partnership Plan Monthly Invoice (*Budgeted Item 2021-22*) – \$100
- Yadtel (Downtown WiFi) – \$463.99 (*Budgeted Item 2021-22*)
- Starfire Pyrotechnics (July 4<sup>th</sup> Fireworks) – \$6,300 (*Budgeted Item 2021-22*)

Finance Director Hunter Gooden presented three invoices. He stated that the amount for Starfire Pyrotechnics is half the cost for the Fourth of July Fireworks.

- **GIBSON & COMPANY ANNUAL AUDIT CONTRACT FOR FY 2022-2023 (Attachment #2)**

Finance Director Hunter Gooden presented the annual audit contract for Gibson & Company. He stated that the total cost was \$2,935 to complete audit services for Fiscal Year 2021-2022.

- **PRELIMINARY REVIEW OF FISCAL YEAR 2022-2023 TDA BUDGET**

Finance Director Hunter Gooden presented the recommended 2022-2023 TDA Budget. He stated the estimated occupancy tax collections for Fiscal Year 2021-2022 is \$38,194.55. Mr. Gooden noted that interest accrual was estimated to be \$8 by the end of the current fiscal year. The current unrestricted fund balance for appropriation is \$111,665.

Mr. Gooden budgeted total expenditures at \$6,768 for Fiscal Year 2022-2023. That includes the monthly Downtown Wi-Fi and website services. After some discussion, the TDA agreed to increase the expenditure budget by \$1,500.

It was the consensus of the TDA Board to have Finance Director Hunter Gooden appropriate the TDA's funds in the following way:

- ❖ Grape Festival Sponsorship – \$3,500
- ❖ “Music in the Park” Event Sponsorship – \$4,600
- ❖ 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) – \$6,500
- ❖ Yadkin County Cultural Arts Center (1/2 split with Town Budget) – \$7,500

Mr. Gooden noted that after appropriations, \$7,127 remains available for use. Assistant Town Manager Shelia Weathers noted that the Fourth of July

Celebration will be held on July 2<sup>nd</sup>, 2022. She stated that there will be a live band, as well as food trucks. Mr. Willingham suggested naming the Fourth of July event as a budgeted item.

The TDA agreed upon the recommended 2022-2023 Fiscal Year Budget, with an additional \$1,500 to Tourism-Related Programs and a separate line item for the Fourth of July event.

#### 4. OTHER BUSINESS

- **FINANCIALS – FINANCE DIRECTOR HUNTER GOODEN**

Finance Director Hunter Gooden presented the financials to the TDA. He noted 61% of expenses spent. Mr. Gooden stated that interest was still accruing at minimal rates. He projected an increase in occupancy tax due to summer months.

Town Manager Mike Koser stated that the Yadkin County Chamber of Commerce reached out about wayfinding signage. He noted that they would like to buy signs in bulk for all municipalities in the County, in order to keep cost low. Assistant Town Manager Shelia Weathers asked if the TDA would be interested in purchasing wayfinding signage. It was discussed that the NCDOT is strict on sign placement, and design. The Board agreed to purchase two, large signs.

- **2023 TDA MEETING SCHEDULE**


*Mr. Jay Martin made a motion to approve the 2023 TDA Meeting Schedule, as presented. Mr. John Willingham seconded the motion, and the motion passed unanimously.*


*Vote: 2/0*

#### 5. ADJOURNMENT

*With no further business to discuss, Mr. Jay Martin moved to adjourn the TDA Board meeting. The motion was seconded by Mr. John Willingham, and the motion passed unanimously. The Board adjourned at approximately 11:50 A.M.*

*Vote: 2/0*

  
John Willingham  
Chair

  
Alex Potts  
Town Clerk