



TOWN OF YADKINVILLE
TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING
MEETING MINUTES
JANUARY 10, 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 – ABSENT

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 10:03 A.M.

2. APPROVAL OF MINUTES

Mr. Jay Martin moved to approve the minutes of the June 14, 2022 Tourism Development Authority Meeting. Mr. John Willingham seconded the motion, and the motion passed unanimously.

Vote: 2/0

3. YADKIN VALLEY HERITAGE CORRIDOR PRESENTATION

Ms. Bonnie Laskey introduced herself and the group she brought to present. Chair Leslie Schlender, with the Elkin TDA, inquired about Yadkinville’s interest in contributing to the Yadkin Valley Heritage Corridor. Mr. Willingham noted the Yadkinville TDA valued the work of the YVHC, but needs to be re-informed on the benefits to Yadkinville. Ms. Schlender noted that the Corridor caters to Caldwell County, Wilkes County, Yadkin County, and Surry County. One of the biggest promotions of the Yadkin Valley, is

wayfinding signage. It was discussed that all designs through YVHC are pre-approved by NCDOT. She also presented three brochures that map out trails, river accesses, and destinations. Ms. Schlender stated that YVHC's total operating budget was \$27,000. It was discussed that YVHC acts as an "umbrella" brand that promotes assets within the 4 participating counties. Ms. Schlender noted that currently the YVHC creates tools to bring tourists to the area, but hopefully in the future they can broaden their outreach as a destination. After some discussion, the TDA agreed to appropriate \$1,800 to the Yadkin Valley Heritage Corridor.

Mr. Jay Martin made a motion to appropriate \$1,800, from the TDA's FY 2022-2023 Budget, to the Yadkin Valley Heritage Corridor. Mr. John Willingham seconded the motion, and the motion passed unanimously.

Vote: 2/0

4. NEW BUSINESS

- **INVOICES (Attachment #1)**

- VC3 Website Partnership Plan Monthly Invoice (*Budgeted Item 2022-23*) – \$100
- Zirrus (Downtown WiFi) – \$463.99 (*Budgeted Item 2022-23*)
- Starfire Pyrotechnics (July 4th Fireworks) – \$6,300 (*Budgeted Item 2022-23*)
- Zirrus – \$519.34
 - Downtown WiFi security
- Zirrus – \$2844.89
 - Downtown WiFi security

- **BUDGET AMENDMENT (MOTION)**

- **BA #1**

Department: Tourism Development Authority

- Budget Amendment to increase Fund Balance to pay for better security of Downtown WiFi.

Mr. Jay Martin made a motion to approve Budget Amendment #1, as presented. Mr. John Willingham seconded the motion, and the motion passed unanimously.

Vote: 2/0

5. OTHER BUSINESS

- **CYCLING EVENT**

Mr. John Willingham proposed a cycling event to draw more people to Yadkinville. He noted that he would contact cycling groups.

- **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 4.17%, which is a monumental increase from .01%. Mr. Martin inquired about moving funds from the checking account to Capital Management Trust for interest accrual. Mr. Gooden recommended moving \$15,000.

Mr. Jay Martin made a motion to move \$15,000 from the TDA Checking account to the NC Capital Management Trust. Mr. John Willingham seconded the motion, and the motion passed unanimously.

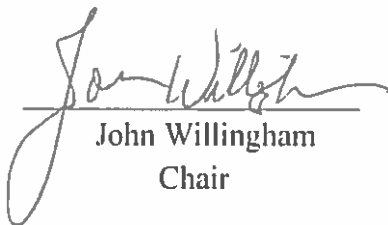
Vote: 2/0


Finance Director Hunter Gooden presented Occupancy Tax Collections, and expenditures. It was discussed that expenditures have increased due to events, such as the Fourth of July.

6. **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 11:02 A.M.

Vote: 2/0


John Willingham
Chair


Alex Potts
Town Clerk