



TOWN OF YADKINVILLE
TOURISM DEVELOPMENT AUTHORITY
**SPECIAL MEETING
MEETING MINUTES**

MAY 17, 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 10:02 A.M.

2. APPROVAL OF MINUTES

Mr. Jay Martin moved to approve the minutes of the April 11, 2023 Tourism Development Authority Meeting. Mr. Gray Garrison seconded the motion, and the motion passed unanimously.

Vote: 3/0

3. NEW BUSINESS

• **EVENTS**

○ **Cinco De Mayo:**

Mr. John Willingham stated the first Cinco De Mayo event was a success. He noted several people attended and he hopes to host the event again next year. Mr. Willingham requested \$3,000 to book West End

Mambo for next year's Cinco De Mayo Event. The Board discussed ways to enhance the event to acquire the crowd.

- **Cycling Event:**

It was discussed that a cycling event consists of a great amount of work for a limited number of staff. The TDA agreed to table discussing this event.

- **Friday Night Live on Main:**

Manager Koser noted that Mayor Norman is interested in a Friday Night Live Event Downtown. Mr. Willingham described similar events they held once a month in the past. He stated that "Dog Days of Summer," was very successful. The TDA agreed to discuss hosting two or three events next year.

- **REVIEW OF FISCAL YEAR 2023-2024 TDA BUDGET**

Finance Director Hunter Gooden presented the revenues and expenses for the Annual Grape Festival. Overall, they are profiting approximately \$15,000. Town Clerk Alex Potts noted the \$3,500 request from the Chamber of Commerce ensures our logo on the wine glasses. It was discussed that the TDA annually budgets \$5,000 for the Yadkin County Chamber of Commerce. After more discussion, the Board agreed to fulfill the \$3,500 request only.

Finance Director Hunter Gooden presented the appropriations as follows:

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

Mr. Gooden stated that he will prepare the budget to be approved at the June meeting.

4. **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 10:31 A.M.

Vote: 3/0



John Willingham
Chair



Alex Potts
Town Clerk