



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

**APRIL 14, 2026**

**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

Issac Pelagio – Absent

Samuel Stone

**TOWN OFFICIALS**

**PRESENT:**

Mike Koser – Town Manager

Alex Potts – Town Clerk

Hunter Gooden – Finance Director

Lauren Willard – Event Planner

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 January 13, 2026, and March 13, 2026 Tourism Development Authority Meetings. Mr. Samuel Stone seconded the motion, and the motion passed unanimously.*

*Vote: 3/0*

**3. NEW BUSINESS**

• **NOMINATE NEW CHAIR:**

Mr. John Willingham announced that he has decided to resign from the Tourism Development Authority due to his decreased presence in Yadkin County and his assumption of other responsibilities that require more of his time. He mentioned that this would be his final meeting. Consequently, the board will need to elect a

new chairperson. Clerk Alex Potts asked if the board would prefer to wait until more members are present, and they reached a consensus to do so.

- **FINANCIALS (Attachment #1):**  
Finance Director Hunter Gooden provided an overview of the current financial situation. He noted that the Truist account has been reduced to approximately \$11,000 due to the contribution towards the mural. Meanwhile, the Capital Management account stands at around \$130,000. As of February, occupancy tax collections total \$19,886.18, which is considered average for this time of year. Mr. Gooden also pointed out that interest earned has decreased and is expected to continue to decline.
- **PRELIMINARY REVIEW OF FISCAL YEAR 2026-2027 TDA BUDGET (Attachment #2):**  
Finance Director Hunter Gooden presented the recommended budget for the 2026-2027 TDA. He estimates total occupancy tax collections to be \$30,000, along with a decrease of \$4,500 in interest from investments. Mr. Gooden noted that the Fund Balance increased by \$672, making the unrestricted Fund Balance available for appropriation \$137,484.

He is proposing a conservative budget of \$32,000. Mr. Gooden explained that there have been recent discussions about having the Town cover the costs for website services and Downtown WiFi. As a result, he excluded the Downtown WiFi expenses while still including the website charges, which reduces expenditure by \$5,568. The TDA discussed and approved the following appropriations.

- ❖ Town Events – \$10,000
- ❖ Music in the Park – \$5,600
- ❖ Yadkin County TDA Requests by Chamber of Commerce:
  - Grape Festival – \$3,500
  - Misc. Chamber Request – \$1,500
- ❖ Halloween Downtown – \$120
- ❖ Civil War Trail Markers – \$300 (Civil War Trails Organization)
- ❖ Yadkin Valley Heritage Corridor – \$2,000
- ❖ Miscellaneous Contributions for events or sponsorship – \$2,000

The TDA reviewed the funding request from the Yadkin County Chamber, which has increased compared to last year. After further discussion, the Board decided to allocate \$3,500 for the Grape Festival instead of the fully requested amount, as well as \$1,500 for marketing. During the discussion, concerns were raised about the Chamber's marketing strategies. It was suggested that the Chamber should focus more on social media marketing and reduce the use of brochures and other printed forms of advertising.

After the members agreed on the recommended budget with some minor changes, Finance Director Hunter Gooden drafted the ordinance, and they made a motion for the approval of the FY 2026-2027 TDA Budget.

*Mr. Jay Martin made a motion to approve the FY 2026-2027 TDA Budget. Mr. Samuel Stone seconded the motion, and the motion passed unanimously.*

*Vote: 3/0*

#### **4. OTHER BUSINESS**

- **UPCOMING EVENTS:**

Event Planner Lauren Willard gave an overview of the upcoming events. She also noted the Roots Festival, which will be a two-day event on October 23<sup>rd</sup> and 24<sup>th</sup>.

- ❖ Season Kickoff with Jim Quick & Coastline: May 1<sup>st</sup> at 6:00 p.m.
- ❖ Pirate Party with Black Pearl: June 5<sup>th</sup> at 6:00 p.m.
- ❖ Independence Day Parade: July 4<sup>th</sup> at 10:00 a.m.
- ❖ Independence Day Celebration: July 4<sup>th</sup> at 11:00 a.m.
- ❖ Dancing in the Street with Envision: August 7<sup>th</sup> at 6:00 p.m.

- **2027 MEETING SCHEDULE (Attachment #3)(Motion):**

*Mr. John Willingham made a motion to approve the 2027 meeting schedule, as presented. Mr. Jay Martin seconded the motion, and the motion passed unanimously.*

*Vote: 3/0*

#### **5. ADJOURNMENT**

*With no further business to discuss, Mr. John Willingham moved to adjourn the TDA Board meeting. The motion was seconded by Mr. Jay Martin, and the motion passed unanimously. The Board adjourned at approximately 10:47 a.m.*

*Vote: 3/0*

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Chair

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Alex Potts  
Town Clerk

