



TOWN OF YADKINVILLE  
TOURISM DEVELOPMENT AUTHORITY  
**REGULAR MEETING**  
**MEETING MINUTES**  
**APRIL 8, 2025**  
**10:00 A.M.**  
TOWN HALL – COMMISSIONERS CHAMBERS  
213 VAN BUREN STREET, YADKINVILLE NC 27055

**TDA MEMBERS**

**(PRESENT/ABSENT):**

John Willingham – Absent  
Jay Martin – Absent  
Gray Garrison  
Sam Stone  
Issac Pelagio

**TOWN OFFICIALS**

**PRESENT:**

Alex Potts – Town Clerk  
Hunter Gooden – Finance Director  
Lauren Willard – Event Planner

Quorum is met – meeting proceeded.

**1. MEETING CALLED TO ORDER**

Town Clerk Alex Potts called the meeting to order at 10:03 A.M.

**2. APPROVAL OF MINUTES**

*Mr. Gray Garrison moved to approve the minutes of the January 14, 2025, Tourism Development Authority Meeting. Mr. Sam Stone seconded the motion, and the motion passed unanimously.*

*Vote: 3/0*

**3. NEW BUSINESS**

- **WELCOME NEW TDA BOARD MEMBERS (ISSAC PELAGIO & SAM STONE)**

Mr. Gray Garrison and town staff welcomed the new TDA members. Town Clerk Alex Potts provided an overview of the purpose of the Tourism

Development Authority, explaining where their funds come from and how they are allocated.

- **FINANCIALS**

Finance Director Hunter Gooden provided an overview of the current financial status. The balance in the Truist account stands at \$19,071.31, while the North Carolina Capital Trust account has funds amounting to \$125,645.71. Mr. Gooden presented a monthly breakdown of the occupancy tax collected from July 2024 through February 2025. As interest rates are beginning to decrease, the total interest earned to date is \$3,897.41.

- **PRELIMINARY REVIEW OF FISCAL YEAR 2024-2025 TDA BUDGET (Attachment #1)**

Finance Director Hunter Gooden presented the recommended 2025-2026 TDA Budget. He estimates total occupancy tax collections at \$30,000, and a decrease in interest on investment at \$5,000. Mr. Gooden noted that Fund Balance increased by \$278, and the unrestricted Fund Balance available for appropriation is \$136,437. He is proposing a conservative budget of \$35,000, with the following appropriations.

- ❖ Town Events – \$10,000 (Includes 4<sup>th</sup> of July Fireworks)
- ❖ Music in the Park – \$4,600
- ❖ Yadkin County TDA Requests by Chamber of Commerce:
  - Grape Festival – \$5,000
  - Misc. Chamber Request – \$2,000
- ❖ Halloween Downtown – \$120
- ❖ Civil War Trail Markers – \$250 (Civil War Trails Organization)
- ❖ Yadkin Valley Heritage Corridor – \$2,000
- ❖ Miscellaneous Contributions for events or sponsorship – \$662

The TDA discussed the Yadkin County Chamber's request, which was increased by \$2,250 from last year. After further discussion, the Board agreed to allocate \$3,500 rather than the full request.

The Board discussed how to best utilize funds to promote Yadkinville, specifically by allocating more for Town events. The members approved a donation of \$2,000 to the Friends of Downtown and an additional \$1,500 towards Town events.

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

- **UPCOMING EVENTS**

Lauren Willard, the event planner, provided an overview of the upcoming Fill the Basket Easter Fest, scheduled for Saturday, April 12th at 11:00 a.m. She mentioned that the Town does not profit from events, but she is collaborating with a new group called "Friends of Downtown Yadkinville" to establish nonprofit status. This group will also be present at the event and future events.

She announced that there will be four Friday After Five concerts this year, along with a two-day Independence Day Celebration. The Independence Day

Celebration will kick off on Friday, July 4th, with the annual parade and a small concert. The festivities will continue on Saturday evening with a performance by Landon Parker and a fireworks display.

Ms. Bernice gave input about ways to get more people involved, especially from the Hispanic community. She recommended a Heritage Day and more social media outreach.

- **ADDITIONAL ITEM – WALL MURAL UPDATE**

Clerk Alex Potts shared an email from Mr. John Willingham regarding an update on the Wall Mural Committee. He mentioned that a “Call to Art” has been publicized, and so far, six artists have applied. The goal is to complete the first mural by the Harvest Festival on September 20th. The estimated cost of the mural is \$10,000. It was discussed that the committee will apply for a façade grant through the Town, with the hope that the TDA will match this amount.

- **2026 MEETING SCHEDULE (Attachment #2)(Motion)**

*Mr. Gray Garrison made a motion to approve the 2026 TDA Meeting Schedule.*

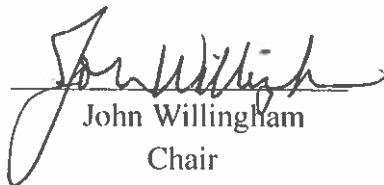
*Mr. Sam Stone seconded the motion, and the motion passed unanimously.*


*Vote: 3/0*

**5. ADJOURNMENT**

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

*Vote: 3/0*

  
John Willingham  
Chair

  
Alex Potts  
Town Clerk