



TOWN OF YADKINVILLE  
TOURISM DEVELOPMENT AUTHORITY  
**REGULAR MEETING**  
**MEETING MINUTES**  
**JANUARY 13, 2026**  
**10:00 A.M.**

TOWN HALL – COMMISSIONERS CHAMBERS  
213 VAN BUREN STREET, YADKINVILLE NC 27055

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

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

**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**

Chair John Willingham called the meeting to order at 10:05 A.M.

**2. APPROVAL OF MINUTES**

*Mr. Gray Garrison moved to approve the minutes of the October 14, 2026, Regular Tourism Development Authority Meeting. Mr. Samuel Stone seconded the motion, and the motion passed unanimously.*

*Vote: 3/0*

**3. FINANCIALS**

Finance Director Hunter Gooden provided an overview of the current financial status of the TDA. He reported that there is approximately \$22,000 in the checking account and \$130,000 in the investment account. Mr. Gooden noted that occupancy tax collections may exceed the budgeted amount, while interest rates continue to decline. He also

inquired about potential budget changes for the upcoming fiscal year. It was discussed that the Town would take over expenses related to the Downtown WiFi and website, allowing the TDA to concentrate more on Town events.

**4. NEW BUSINESS**

- **2026 ROOTS FESTIVAL**

Event planner Lauren Willard is currently organizing the 2026 Yadkin Valley Roots Festival, which is part of the America 250 initiative. She aims to include all municipalities in Yadkin County in the festival's activities. The event is scheduled for Friday, October 23rd, and Saturday, October 24th. Friday night will feature food trucks and a concert, while Saturday will offer a full day dedicated to celebrating Yadkin County's heritage.

- **UPCOMING EVENTS:**

Ms. Willard noted that the Fill the Basket Easter Fest is scheduled for Saturday, March 28<sup>th</sup> at 11:00 a.m. There will be a food drive, Easter egg hunts, and the Easter Bunny will be present.

- **ADDITIONAL ITEMS**

Mr. Willingham informed the TDA that an artist has been selected for the second mural, which is set to begin in the spring. The mural will be located on the W.N. Ireland Insurance building on Main Street and will feature a floral design. John mentioned that the Wall Mural Committee is requesting a contribution of \$5,000 from the building owner, as well as a request for the TDA to provide \$5,000 or potentially more, depending on the overall cost of the project.

Mr. Willingham inquired about the NCDOT roundabout project and if the Town plans to incorporate anything within one of the roundabouts. Ms. Potts noted that there has been discussion, but no final plans. Manager Mike Koser could answer those questions better.

Mr. Stone inquired about the park's feasibility study for pickleball courts. Ms. Potts noted that she would get more information from Manager Koser.

**5. ADJOURNMENT**

*With no further business to discuss, Mr. John Willingham moved to adjourn the TDA Board meeting. The motion was seconded by Mr. Samuel Stone, and the motion passed unanimously. The Board adjourned at approximately 10:30 a.m.*

*Vote: 3/0*

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John Willingham  
Chair

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Alex Potts  
Town Clerk

