



TOWN OF YADKINVILLE  
TOURISM DEVELOPMENT AUTHORITY  
REGULAR MEETING  
MEETING MINUTES  
JANUARY 9, 2024

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  
Lauren Willard – Event Planner

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 October 10, 2023. Tourism Development Authority Meeting. Mr. John Willingham seconded the motion, and the motion passed unanimously.*  
*Vote: 3/0*

**3. NEW BUSINESS**

• **INTRODUCTION OF EVENT PLANNER/GRANT WRITER, LAUREN WILLARD**

Event Planner Lauren Willard introduced herself to the TDA Board. She gave an overview of things that she has been working on, including the 4<sup>th</sup> of July Celebration, and an Easter Event. Ms. Willard noted meetings and networking opportunities that she has engaged in. It was discussed that events are a huge

proponent in getting the community involved, and Mr. Willingham stated that he would like to engage more locals at the Cinco De Mayo event that the Cultural Arts Center hosts.

- **TDA BY-LAWS**

During a meeting in October, the Tourism Development Authority (TDA) requested a review of the by-laws concerning member requirements. The Town Clerk, Alex Potts, confirmed that TDA members are appointed by the Board of Commissioners and serve for one year. The Board of Commissioners and the Town's employees or contractors are eligible to serve as members. During the meeting, there was a discussion about expanding the TDA membership, but after further conversation, the Board decided to table the topic.

- **OTHER**

Mr. Jay Martin inquired about reimbursement for the Downtown Collective. Town Manager Koser stated that the Town cannot reimburse them until they are a 501 c3. He noted that he has a meeting with Brent Winslow and will discuss the matter.

#### **4. FINANCIALS**

Finance Director Hunter Gooden provided an overview of TDA's financials. He apprised the Board that the bank account currently holds \$40,522.32. Mr. Martin proposed transferring \$20,000 from the bank account to North Carolina Capital Management Trust. Mr. Gooden also presented the Occupancy Tax collection for the period of July 2023 through November 2023, along with a check listing. The Board requested Mr. Gooden to reach out to the Chamber of Commerce and inquire about the revenue generated from the Grape Festival.

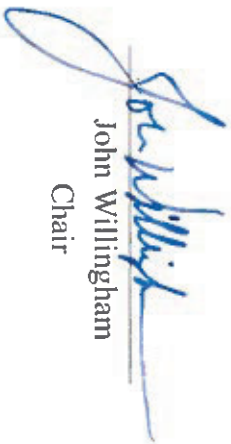
*Jay Martin made a motion to transfer \$20,000 from the Trust bank account to the North Carolina Capital Management Trust. Gray Garrison seconded the motion, and the motion passed unanimously.  
Vote: 3/0*

Finance Director Gooden asked the Board for their suggestions on upcoming events. John Willingham suggested an event called "Dog Days of Summer," which would feature music, food, and pet adoption agencies on Main Street. The Board discussed the importance of securing sponsors to cover expenses and promote the event.

Mr. Martin noted that Jeff Gibbs is opening an ice cream shop downtown on March 1<sup>st</sup>. Also, a boutique and comic bookstore will be coming soon. The Board recommended moving events to Main Street.

**5. 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