



**TOWN OF YADKINVILLE
TOURISM DEVELOPMENT AUTHORITY
SPECIAL MEETING
MEETING MINUTES
SEPTEMBER 9, 2026**

10:00 A.M.

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

TDA MEMBERS

(PRESENT/ABSENT):

Jay Martin
Gray Garrison
Issac Pelagio
Samuel Stone
Anna Howe

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

Mr. Sam Stone called the meeting to order at 10:10 a.m.

2. APPROVAL OF MINUTES

Mr. Jay Martin moved to approve the minutes of the June 9, 2026, Regular Tourism Development Authority Meeting. Ms. Anna Howe seconded the motion, and the motion passed unanimously.

Vote: 5/0

3. NEW BUSINESS

- **TOURISM DEVELOPMENT AUTHORITY GRANT PROGRAM
POLICY (Attachment #1)(Motion)**

Town Clerk Alex Potts presented a draft policy for the Tourism Development Authority Grant Program. The committee discussed implementing a tiered award system and decided against basing the awards on the number of

attendees. They also agreed to remove the maximum award amount of \$5,000. Additionally, TDA members requested that all future applicants present their applications to the Board.

Mr. Martin inquired about ways to gather data on event attendees. Ms. Willard explained that she had researched PlacerAi in the past, noting that their services are quite expensive. The committee also discussed the possibility of partnering with another agency that already has the necessary software.

The Board deliberated on the timing of fund disbursement, either before or after events. They reached a consensus to allow applicants to receive up to 50% of their funding prior to the event, should they request it. After further discussion, Town Clerk Alex Potts stated that she would incorporate the requested changes and present a final version at the meeting on October 13th.

- **ROOTS FESTIVAL CONTRIBUTION DISCUSSION**

Mr. Sam Stone encouraged the TDA to increase its funding for the Roots Festival to help track the number of attendees and their origins. Ms. Willard mentioned that the Chamber of Commerce might have a subscription that can monitor such data, and suggested that we could discuss contributing towards that subscription to analyze our own events. After further discussion of the available options, the Board agreed to contribute \$2,500. Additionally, the Board requested an exploration into creating a new logo and identifying potential grant opportunities.

4. **ADJOURNMENT**

With no further business to discuss, Mr. Gray Garrison 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 11:12 a.m.

Vote: 5/0



Samuel Stone
Chair



Alex Potts
Town Clerk