



**TOWN OF YADKINVILLE  
TOURISM DEVELOPMENT AUTHORITY MEETING  
MEETING MINUTES  
FEBRUARY 12, 2019  
10:00 A.M.  
TOWN HALL – COMMISSIONERS CHAMBERS  
213 VAN BUREN STREET, YADKINVILLE NC 27055**

**TDA MEMBERS**

**(PRESENT/ABSENT):**

Sandy Thomas – Chair  
John Willingham  
Jay Martin

**TOWN OFFICIALS**

**PRESENT:**

Perry Williams – Town Manager  
Shelia Weathers – Town Clerk  
Dina Reavis – Finance Officer  
Alex Myrick – Administrative Assistant  
Nick Smith – Planning Director

Quorum is met – Meeting proceeded

**1. MEETING CALLED TO ORDER**

Mrs. Sandy Brown called the meeting to order at 10:04 a.m. and established that a quorum was present to conduct board business.

**2. APPROVAL OF PREVIOUS MINUTES**

Mr. John Willingham moved to approve the minutes of the November 7, 2019 Tourism Development Authority Meeting. Mrs. Brown seconded the motion, and the Tourism Development Authority voted unanimously to approve the previous meeting's minutes.  
Vote: 2/0

**3. NEW BUSINESS**

• **Appointment of New Tourism Development Authority Members**

Town Manager Perry Williams notified the Tourism Development Authority that the Yadkinville Board of Commissioners had appointed Jay Martin to the Authority's board. At 10:05 a.m., Mr. Willingham moved to accept the appointment of Jay Martin by the Board of Commissioners. Mrs. Thomas seconded the motion, and the Tourism Development Authority voted unanimously to approve the appointment of Jay Martin to the Authority's board.

Vote: 2/0

- **Presentation by Natalie Williams of Yadkin County Human Services**

Mrs. Natalie Williams introduced herself and began to present to the board on a variety of topics and a few potential opportunities to collaborate.

Yadkin County wants to start a program that is like the previous “Start with your Heart” program. Mrs. Williams handed out a booklet from the original program, reviewed how the previous program operated, and discussed the vision for the new program. Part of this vision is a new brochure Mrs. Williams has designed, which the Board and Mrs. Williams discussed. Mr. Willingham asked Mrs. Williams if this program is a revamp of the old program or a brand-new program. Mrs. Williams replied that the booklet will be replaced with the new brochure, and that kiosk will be constructed to highlight the best parts of both the old program and any new aspects Yadkin County adds. Mrs. Williams stated that the new program, while new, will repurpose some parts of the previous program. As an example, Mrs. Williams began presenting on the walking routes the new program will use that originated with the old program. The red, yellow, green, and orange routes are taken from the old program, and follows the markers installed in downtown Yadkinville’s sidewalks many years ago. Mrs. Williams stated that Yadkin County plans to add a new route, which will follow the original quadrant of downtown Yadkinville. Mrs. Williams stated that Yadkin County staff and NCDOT staff walked to shorter routes to gauge infrastructure needs along the routes.

Town Manager Perry Williams asked what signage Yadkin County was envisioning for the routes. Mrs. Williams responded by saying that they do not envision signs along the walking routes but do envision big maps and kiosks at the community gardens and at the municipal parking lot. Mrs. Sandy Thomas asked if there are any other cheap and free ways to easily promote the new walking routes. Mrs. Williams stated that Yadkin County plans to hold a kick-off event and to have an event at the Yadkin YMCA that caters to seniors. Town Manager Williams asked how Yadkin County sees the TDA Board participating in the program. Mrs. Williams replied that the county seeks feedback and input from the TDA Board. Town Manager Williams asked what date the kick-off event is planned for. Mrs. Williams replied that the event will happen in either March or April, and that printing materials for the event is the big concern at this point.

Town Manager Williams reminded the TDA Board that they had previously expressed interest in a kiosk at the Town of Yadkinville’s park and asked if they are still interested in such a structure. Mr. Jay Martin stated that downtown businesses could choose to post materials and support the walking routes. Town Clerk Shelia Weathers states that the town could post an update on the town’s Facebook page and post a message on the town parks’ electronic sign. Town Clerk Weathers asked Natalie Williams what the plan is for the kick-off event. Mrs. Williams replied that there are no concrete plans yet. Mrs. Sandy Thomas stated that the town park would be great for a walking route kick-off event, and Mrs. Williams agreed.

Town Clerk Weathers asked if Mrs. Natalie Williams could return at a later TDA Board meeting with more information, and Mrs. Williams stated that she would do so.

Planning Director Nick Smith suggested that Yadkin County consider adding average minutes-to-calorie calculations and post average calories burned on the program brochure, so that people have a better understanding of how the routes will help their health. Mrs. Williams stated that Yadkin County would consider the idea.

This segment of the meeting ended at approximately 10:24 a.m.

- **Tourism Development Authority Invoices**

Town Manager Perry Williams began the presentation on invoices for the Board to review. Town Manager Williams stated that these invoices had been approved in the fiscal year 2018-2019 budget, and that this meeting an opportunity to review the invoices. Town Manager Williams referred to Finance Officer Dina Reavis.

Finance Officer Dina Reavis presented the TDA invoices. Finance Officer Reavis stated that an audit of the TDA board had been sent to the Local Government Commission prior to October 31, 2018 for Fiscal Year 2017-2018. The Local Government Commission had accepted the audit. Finance Officer Reavis pointed out

- Page 8 of the audit contains the financial summary
- Page 12 contains a summary of revenues. The TDA collected \$32,742 of occupancy tax, which is \$2,300 less than the last fiscal year
- Page 13 contains a summary of the fund balance. The TDA's fund balance is currently at 276.4% of expenditures. The TDA's fund balance had grown by 15%.
- Page 19 contains a summary of budgeted and actual amounts spent. The actual amount spent was below the amounts budgeted for fiscal year 2017-2018.

Mr. Jay Martin asked about what items the Board spends money on in a given fiscal year. Town Manager Williams stated that the Board can only spend money on tourism-related expenditures, and that funds earmarked to the TDA are restricted as to what they can be used for.

Mr. John Willingham asked which bank holds the TDA's funds. Finance Officer Reavis stated that the TDA's funds are held in a SunTrust checking account. Mr. Willingham asked if the funds could be moved to a higher interest account. Finance Officer Reavis informed the Board about the North Carolina Capital Management Trust, which has a term market account with a 2.4% interest rate. Mr. Willingham stated that the Board ought to consider moving the TDA's funds to gain interest. Finance Officer Reavis stated that the North Carolina Capital Management Trust has a one-day delay for money transfers. Mr. Willingham said that, because of the North Carolina Capital Management Trust's flexibility, the TDA board ought to place some TDA money in such a way as to make money off its storage. Finance Officer stated that approximately \$73,000 is available for deposit with the North Carolina Capital Management Trust. Mr. Willingham stated that, with that type of money available, the TDA could make approximately \$1,000 in interest in a given fiscal year.

Mr. John Willingham moved that the Tourism Development Authority place \$58,000 of Tourism Development Authority funds into a North Carolina Capital Management Trust Term Portfolio with the understanding that Finance Officer Reavis can change the amount deposited based on the needs of the Tourism Development Authority board and any unique circumstances. Mr. Jay Martin seconded the motion, and the Tourism Development Authority voted unanimously to approve Mr. Willingham's motion.  
Vote: 3/0

- **Wayfinding Signage Update**

Town Manager Perry Williams updated the TDA board on wayfinding signage. Town Manager Williams informed the TDA board that Jason Epley of Benchmark Planning had presented to the Yadkinville Board of Commissioners on February 4, 2019 on the wayfinding signs that the TDA board recommended. Town Manager Williams reported that the Board of Commissioners voted to concur with the TDA board, and authorized Jason Epley to negotiate with NCDOT on the approval of the recommended wayfinding signage.

Mr. Jay Martin asked where the wayfinding signs will be placed. Town Clerk Shelia Weathers and Town manager Perry Williams did a quick review of where the signs will be placed, and Town manager Williams told the TDA board that final placement will rely on NCDOT agreeing with the TDA board and Board of Commissioners' recommendations.

Mr. Jay Martin, referring to the invoices provided earlier, asked for clarification that the TDA board had budgeted \$30,000 for the wayfinding signs. Town Manager Williams stated that \$30,000 is the maximum amount that the TDA board approved, and Administrative Assistant Alex Myrick, referring to notes from previous TDA board meetings, stated that signs ought to cost between \$2,000 and \$3,000.

Mr. John Willingham asked if surveying had begun on the Highway 601 roundabouts, and Town manager Williams stated that surveying had begun in the last few weeks.

Town Manager Perry Williams, in a clarification to earlier comments regarding the things that the TDA board can spend funds on, stated that the TDA can create events, and that the categories to use funds are generally broad, so long as it brings people to Yadkinville or brings people to the downtown area.

- **Fourth of July Festivities**

Mr. John Willingham asked if the Yadkinville Volunteer Fire Department will be managing the Fourth of July parade, and Town Clerk Shelia Weathers responded that they would be.

Town Manager Perry Williams stated that he had talked to the Civitan Club to see if they wanted to help with the festivities, and he had heard no response yet.

Mrs. Sandy Thomas asked what events and activities are planned for the period between the parade and the fireworks, and Town Clerk Weathers stated that town staff had been talking with food trucks and a band to operate during that time period. Mr. Jay Martin stated that he knew a guy who may be able to provide covered seating for the festivities.

Town Clerk Weathers stated that vineyards may end up coming to the festivities. Town Manager Williams stated that, if the Yadkin Arts Center is open, that it would be a good idea to migrate the festivities to eastern downtown Yadkinville after the parade. Town Clerk Weathers stated that a band is lined up for the event, and Mr. John Willingham commented that the next thing to do is to procure a stage. Mr. John Willingham stated that food trucks may be in high demand on the fourth of July. Town Clerk Weathers stated that a member of the town staff will be placed in charge of organizing the food trucks.

Mr. John Willingham asked about the provision of port-a-johns, trashcans, and similar things. Town Manager Williams asked if placing the wineries and micro-breweries in the Yadkin County Planning building parking lot would be a good idea, as it has walls on three sides and access could be controlled. Mr. John Willingham agreed with Town Manager Williams. Town Clerk Weathers stated that the town staff is moving away from providing inflatables because of the new county fire permits and that Yadkinville police will be on patrol during the event, and that wineries and micro-breweries may be coming.

Town Manager Williams told the TDA board that \$5,000 of town funds is currently budgeted for events and \$3,000 of TDA funds is currently budgeted for events.

Mr. John Willingham stated that it would be good to have a special called TDA board meeting for the fourth of July festivities, with Town Clerk Weathers and Mrs. Sandy Thomas agreeing with Mr. John Willingham. Town Manager Williams informed the board that town staff and board members can expect some negative feedback due to the provision of alcohol, and that future events depend on the volume of negative feedback.

Town Clerk Weathers stated that the TDA board ought to ask if the Civitan Club can focus on ice cream, rather than the whole event. Town Clerk Weathers asked if the TDA board would be interested in a special called meeting in March. The TDA board agreed and set the special called meeting for March 12, 2019.

Mr. Jay Martin sought clarification that the fourth of July festivities will be free for participants, and Town Clerk Weathers replied in the affirmative.

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

- **Chamber of Commerce Visitor Logs**

Town manager Perry Williams informed to board that there are no visitor logs to review, as the Chamber of Commerce is closed during the week during the winter months.

- **Financials**

Finance Officer Dina Reavis presented the TDA financials to the TDA board. Finance Officer Reavis stated that the Air B&B that used to be in town has not been in operation for months, as the Air B&B report has shown \$0.00 in income for months.

Town Manager Perry Williams stated that town staff are getting to work on the town budget. Mr. John Willingham stated that wayfinding signage and events ought to be the largest expenses for the TDA in fiscal year 2019-2020.

### **5. ADJOURNMENT**

With no further business, Mrs. Sandy Thomas moved to adjourn the TDA board meeting. The motion was seconded by Mr. John Willingham and the motion passed unanimously. The Board adjourned at approximately 11:06 a.m.

Vote: 3/0

  
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Sandy Thomas  
Chair

  
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Nick Smith  
Planning Director