

YADKINVILLE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

WEDNESDAY, APRIL 19, 2018

10:00 A.M.

Yadkinville Town Hall

Commissioners Chambers

213 Van Buren Street, Yadkinville, NC 27055

OFFICIALS PRESENT:

Sandy Thomas – Chair

John Willingham

Gloria Brown

STAFF PRESENT:

Town Manager: Perry Williams

Town Clerk: Shelia Weathers

Finance Officer: Dina Reavis

Quorum requirements met – meeting proceeded.

1. CALL TO ORDER

The meeting was called to order by Chair Sandy Thomas at 10:03 a.m.

2. NEW BUSINESS

• **PRELIMINARY REVIEW OF FISCAL YEAR 2018-2019 TDA BUDGET:**

Town Manager Perry Williams presented an overview of the TDA 2018-2019 budget. He noted an estimated occupancy tax collection of \$31,500. Fund balance increased \$6,177, and Unrestricted Fund Balance available for appropriation is \$56,168. Mr. Williams noted that \$21,000 had to be used to promote travel and tourism. He stated that the Chamber had requested \$3,000 for the Annual Grape Festival, and the Town has requested \$20,000 for wayfinding signage. It was discussed that the Yadkin County Chamber of Commerce also requested an additional \$6,000. Tourism-related expenditures include a monthly Downtown WiFi service and website service charge, totaling approximately \$6,624 to \$10,224.

The Board discussed Chamber of Commerce's request for \$9,000, of which \$3,000 will be used for the Yadkin Valley Grape Festival. After some discussion, it was the consensus of the Board to allow an additional \$3,000 upon request. Mr. Williams suggested it to be beneficial to contribute \$2,495 for the Town's website. He noted a quote of \$600 for four banners at the main intersections. After some discussion, it was the consensus of the Board to approve \$3,095 for the Town's website service and four (4) banners.

Ms. Gloria Brown made a motion to use \$3,095 out of FY 2017-2018 TDA Budget for website design and four (4) banners. Mr. John Willingham seconded the motion and the motion passed unanimously.

Vote: 3/0

3. OTHER BUSINESS

- **PROPOSED MEETING MAY 2, 2018 TO ADOPT FISCAL YEAR 2018-2019 TDA BUDGET:**
The Board agreed to meet May 2, 2018 to adopt the FY 2018-2019 TDA budget.

4. ADJOURNMENT

With no further business to be discussed, Mr. John Willingham moved that the meeting be adjourned. Ms. Gloria Brown seconded the motion and the motion was approved unanimously. The meeting was adjourned at approximately 11:05 a.m.



Sandy Thomas, Chair



Shelia B. Weathers, Town Clerk