

**YADKINVILLE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

WEDNESDAY, APRIL 4, 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
TDA Administrator: Richard Smith
Town Staff: Alex Myrick

Quorum requirements met – meeting proceeded.

1. CALL TO ORDER

The meeting was called to order by Chair Sandy Thomas at 10:05 a.m.

2. APPROVAL OF MINUTES (December 6, 2017)

Mr. John Willingham made a motion to approve the December 6, 2017 minutes as presented.

Ms. Gloria Brown seconded the motion and the motion passed unanimously.

Vote: 3/0

3. NEW BUSINESS

• **YVONNE JANSAN:**

Town Manager Perry Williams apprised the TDA that Planning Advisor Richard Smith sold his portion of Benchmark Planning. He introduced Yvonne Janssen as the new Town Planning Advisor.

• **INVOICES (3) (ATTACHMENT #1):**

Mr. Williams presented three (3) invoices. The Board discussed the Yadkin County Chamber of Commerce invoices for the Visitor's Center for January and February months totaling \$208.33. Mr. John Willingham gave an overview of the discussion from last meeting. He stated that he decided not to host the Visitor Center at the Cultural Arts Center due to a shortage of time. The Board agreed to request more detail on the tourism log.

Ms. Gloria Brown made a motion to approve the invoices as presented. Mr. John Willingham seconded the motion and the motion passed unanimously.

Vote: 3/0

- **MONTHLY OPERATING REPORT (FINANCIALS):**
Mr. Williams presented the monthly operating report. The Board discussed the Boxwood Motel's occupancy tax. Ms. Sandy Thomas noted that Boxwood's occupancy tax was twenty-five (25) percent less than the Vintage inn Bed and Breakfast. The Board requested information about the enforcement of occupancy tax.
- **PRELIMINARY REVIEW OF FISCAL YEAR 2018-2019 TDA BUDGET:**
Mr. Williams apprised the Board of Yadkin Valley Heritage Corridor's budget request of \$2,700. It was discussed that the Heritage Corridor was not included in the 2017-2018 budget year. The Board suggested the Chamber of Commerce send a specified budget report. Mr. Williams scheduled a budget meeting for April 19, 2018 at 10:00 a.m.
- **OVERVIEW OF DOWNTOWN FAÇADE IMPROVEMENT PROGRAM:**
Mr. Williams presented an overview of changes made to the Façade Improvement Program. He noted the Appearance Committee was temporarily suspended, and the Yadkinville TDA and Long-Range Planning Committee would be responsible for the Town's appearance improvements. He informed the Board that the grant application for Collide Church was approved for \$10,000. Mr. Williams noted the deadline for this year's Façade Improvement Program is June 30, 2018.
- **OVERVIEW OF COMPREHENSIVE PLAN (STRATEGIES PERTINENT TO THE TDA):**
Mr. Williams summarized the goals of Yadkinville's Comprehensive Plan. He stated that the TDA and Board of Commissioners are working extensively to pursue those goals. Mr. Williams noted that money was being added to a capital project fund to complete the other side of the sidewalk.
- **CANNON & COMPANY AUDIT CONTRACT FOR TDA (ATTACHMENT #2):**
Mr. John Willingham made a motion to approve the Cannon & Company Audit Contract for up to \$1,980.00. Ms. Gloria Brown seconded the motion and the motion passed unanimously.
Vote: 3/0

4. OTHER BUSINESS

- **PROPOSED MEETING DATE CHANGE FROM MONTHLY TO QUARTERLY:**
After some discussion, it was the consensus of the Board to change the monthly TDA meetings to be quarterly on the second Tuesday of the month.

Mr. John Willingham made a motion to change the TDA meetings to every quarter on the second Tuesday of the month. Ms. Gloria Brown seconded the motion and the motion passed unanimously.
Vote: 3/0

- **ADDED ITEM – DOWNTOWN WiFi GRANT:**
Mr. Williams apprised the Board that the Town was awarded a WiFi Grant for the downtown area. He stated the contract specified that transmitters be installed at various locations throughout downtown. He asked Mr. John Willingham permission to install a

transmitter at the Yadkin Cultural Arts Center. Mr. Willingham was in agreement with the proposition.

5. **ADJOURNMENT**

With no further business to discuss, Mr. John Willingham moved that the meeting adjourn. Ms. Gloria Brown seconded the motion and the motion was approved unanimously. The meeting was adjourned at approximately 11:02 a.m.

Vote: 3/0



Sandy Thomas, Chair



Alex Myrick, Administrative Staff