

**YADKINVILLE TOURISM DEVELOPMENT AUTHORITY
SPECIAL MEETING**

WEDNESDAY, SEPTEMBER 5, 2018

10:00 A.M.

Yadkinville Town Hall
Commissioners Chambers
213 Van Buren Street, Yadkinville, NC 27055

OFFICIALS PRESENT:

Sandy Thomas: Chair
Gloria Brown – Absent
John Willingham

STAFF PRESENT:

Town Manager: Perry Williams
Town Clerk: Shelia Weathers
Administrative Assistant: Alex Myrick
Planning Advisor: Yvonne Janssen
Benchmark: Jason Epley &
Monika Gehl

Quorum requirements met- meeting proceeded.

1. CALL TO ORDER

Chair Sandy Thomas called the meeting to order at 10:01 a.m.

2. APPROVAL OF MINUTES (July 11, 2018)

Mr. John Willingham made a motion to approve the July 11, 2018 minutes as presented.
Chair Sandy Thomas seconded the motion and the motion passed unanimously.
Vote: 2/0

3. NEW BUSINESS

• **WAYFINDING SIGNAGE PRESENTATION (JASON EPLEY & MONICA GEHL):**

Jason Epley introduced himself and Monica Gehl, from Benchmark Planning. Mr. Epley gave a presentation on wayfinding signage. He noted the usage and importance of wayfinding signage. Mr. Epley stated the process for a wayfinding plan, with a completion date of late November or early December 2018. He presented examples of different sign designs. The Board discussed destinations appropriate for the signs, and where the signs should be located. Ms. Gehl introduced phase one of the Wayfinding Plans; adding welcome signs and wayfinding signage that highlights major destinations in the Yadkinville area. She presented pictures of potential welcome signs on South State Street, at the U.S. Highway 421 exit ramps. It was discussed that signs will be located at Lee Avenue, Willow Street, East Main Street, East Hemlock Avenue, and Tennessee Street. Mr. Epley discussed design elements for signs along with different options for imagery.

4. OTHER BUSINESS

• **FINANCIALS:**

Mr. Williams presented the Board with a financials packet, including occupancy tax documents and check registers.

- **VISITOR LOG - YADKIN CHAMBER OF COMMERCE:**

The Board reviewed visitor logs from the Visitor Center. It was noted that the format of the log has improved.

5. ADJOURNMENT

With no further business to be discussed, Mr. John Willingham moved that the meeting be adjourned. Ms. Sandy Thomas seconded the motion and the motion was approved unanimously. The meeting was adjourned at approximately 11:09 a.m.

Vote: 2/0

Sandy Thomas

Sandy Thomas, Chair

Alex Myrick

Alex Myrick, Administrative
Assistant