



TOWN OF YADKINVILLE  
TOURISM DEVELOPMENT AUTHORITY  
REGULAR MEETING  
MEETING MINUTES

APRIL 9, 2024  
10:00 A.M.

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

**TDA MEMBERS  
(PRESENT/ABSENT):**

John Willingham  
Jay Martin  
Gray Garrison – Absent

**TOWN OFFICIALS  
PRESENT:**

Mike Koser – Town Manager  
Alex Potts – Town Clerk  
Hunter Gooden – Finance Director  
Lauren Willard – Event Planner

Quorum is met – meeting proceeded.

**1. MEETING CALLED TO ORDER**

Chair John Willingham called the meeting to order at 10:08 A.M.

**2. APPROVAL OF MINUTES**

*Mr. Jay Martin moved to approve the minutes of the January 9, 2024, Tourism Development Authority Meeting. Mr. John Willingham seconded the motion, and the motion passed unanimously.*  
*Vote: 2/0*

**3. NEW BUSINESS**

• **PRELIMINARY REVIEW OF FISCAL YEAR 2024-2025 TDA BUDGET**  
**(Attachment #1)**

Finance Director Hunter Gooden presented the recommended 2024-2025 TDA Budget. He estimates total occupancy tax collections at \$35,000, and an increase in interest on investment at \$5,500. Mr. Gooden noted that Fund Balance decreased by \$456 and the unrestricted Fund Balance available for

appropriation is \$135,053. He is proposing a budget of \$43,000, with the following appropriations.

- ❖ Fourth of July Fireworks & Event – \$8,222 (Town Event Sponsorship)
- ❖ Music in the Park – \$4,600
- ❖ Yadkin County TDA Requests by Chamber of Commerce:
  - Grape Festival – \$3,500
  - Reprinting of visitors guide and pad maps – \$1,250
- ❖ Halloween Downtown – \$120
- ❖ Civil War Trail Markers – \$200 (Civil War Trails Organization)
- ❖ Special Appropriation for Yadkin Cultural Arts Center (1/2 of total request) – \$7,500
- ❖ Cinco De Mayo Event – \$3,000
- ❖ Yadkin Valley Heritage Corridor – \$2,000

It was discussed that last year's budget for the Fourth of July Event was \$8,500, but was reduced to \$8,222 for this year. It was noted that the Chamber of Commerce is requesting \$1,250 for pad maps. Mr. Gooden recommended increasing the prospected revenue to budget \$2,000 for other Town events. After more discussion, the Board agreed to go with Mr. Gooden's recommendation by increasing the occupancy tax revenue to \$39,500 and decreasing the Fourth of July budget to \$8,177 to allow for \$2,000 toward Town Events.

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

- **FINANCIALS**

Finance Director Hunter Gooden provided an overview of TDA's current financial status. He informed that the Trust account has a balance of approximately \$20,000, and the Capital Management Trust holds \$120,500. Additionally, Mr. Gooden presented the occupancy tax collections for July 2022 to February 2024, pointing out a decreasing trend in income. However, the Board discussed that revenues may increase due to the upcoming summer events.

- **UPCOMING EVENTS**

Lauren Willard, the event planner, has shared some exciting news about upcoming events. The Live After Five Concert Series will be held throughout the summer, featuring three concerts. The first concert, themed All-Star Race, will take place on May 17th. The second concert, featuring Camel City Yacht Club, will be held on June 14th. Finally, the last concert, themed Dog Days of Summer, will be on August 9th. Also, the Independence Day Celebration has been scheduled for Saturday, July 6th. Ms. Willard also proposed hosting a Nationals Night Out for the Police Department and a chicken stew cook-off.

To ensure there is no competition or overlap, it was discussed to create an event calendar that includes all Town events as well as events hosted by other organizations.

The Board inquired about ways the TDA could contribute to events. Event Planner Lauren Willard noted that she is looking into purchasing a stage. Mr. Jay Martin recommended Spevco.

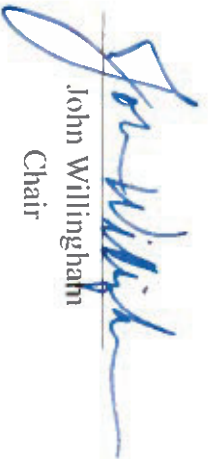
- **2025 TDA MEETING SCHEDULE**

*Mr. Jay Martin made a motion to approve the 2025 TDA Meeting Schedule. Mr. John Willingham seconded the motion, and the motion passed unanimously.*  
*Vote: 2/0*

## **5. ADJOURNMENT**

Mr. Willingham noted that he will not be available for the next scheduled meeting. The Board agreed to cancel the May 14<sup>th</sup> meeting and call a Special Meeting.

*With no further business to discuss, Mr. John Willingham 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 10:56 A.M.*  
*Vote: 2/0*

  
John Willingham  
Chair

  
Alex Potts  
Town Clerk