

**MINUTES**  
**NASH COUNTY TOURISM DEVELOPMENT AUTHORITY**  
**January 9, 2024**

The Nash County Tourism Development Authority met January 9, 2024 at 2:00 p.m. at the Nash County Administrative Building in Nashville, NC. Present were Robbie Davis, Chairman, and members Judy Winstead, Kay Mitchell, Michael Wise, Retho Williams Jr, George Griffin, Lisa Ferguson, Brenda Stallings, and Allen Corbett.

Also present were Donna Wood, Nash County Finance Director; Mary Edwards, Nash County Finance Technician II; and Barbara Green, Nash County Travel and Tourism Director.

Chairman Davis welcomed all members and guests, followed by introducing Allen Corbett as a Public Member, replacing Wayne Murphy. Mr. Corbett is an Area Manager for Southern Bank.

Chairman Davis called the meeting to order and asked for approval of the minutes of the May 9, 2023 meeting. Motion was made by Kay Mitchell, seconded by George Griffin and duly passed for approval.

Chairman Davis then called upon Donna Wood, to review the June 30, 2023 Audit Report prepared by Thompson, Price, Scott, Adams & Co, P.A. out of Whiteville, NC. Ms. Wood informed the board that TDA received a CLEAN AUDIT opinion for Fiscal Year 2023 and net position increased by \$264,480 due primarily to resurgence of travel. The Fund Balance as of June 30, 2023 is \$2,058,397. Unrestricted Fund Balance as of June 30, 2023 represents 180.68% of total General Fund expenditures.

Chairman Davis asked the Board to accept the audit as presented. A motion for acceptance of the June 30, 2023 audit was made by Lisa Ferguson, seconded by Mike Wise and duly passed for acceptance.

Chairman Davis again called upon Donna Wood, to present the financial information. Ms. Wood stated the TDA occupancy tax collections from July through November 2023 totaled \$551,096.99 compared to \$553,441.86 from July through November 2022. This is a decrease of approximately 0.42% from prior year.

Ms. Wood announced that FY2025 Funding Application is available on the Nash County website and with a due date of April 10, 2024.

Chairman Davis called upon Barbara Green to provide an update of Travel & Tourism activity and Donna Wood to present a business recruitment update for Nash County.

**Old Business:**

Chairman Davis reviewed the City of Rocky Mount Occupancy tax distributions currently approved. Nash County is currently funding 1% of the collections quarterly with the remaining 1% held in reserve until the City of Rocky Mount Mayor presents a Tourism Promotion request to the TDA Board for approval for use of funds. Ms. Wood was called upon to update the board of the amount held in reserve for the City of Rocky Mount. She stated the amount held in reserve as of January 1, 2024 was \$1,700,947.60.

**New Business:**

The board member term for Evite Council, Beth Ann Rose, Kay Mitchell and Judy Winstead is expiring April 30, 2024. All are eligible for reappointment. Kay Mitchell and Judy Winstead agreed to serve another three-year term. Chairman Davis will contact Evite Council and Beth Ann Rose to see if they are willing to serve another three-year term before presenting to the County Board of Commissioners for reappointment.

Chairman Davis indicated that he will continue searching for replacement board members for open board member positions. He asked the Board members to notify him if they are aware of persons interested in serving on the Board as Collectors.

Due to an employment change to work with the Rocky Mount Chamber, Lisa Ferguson's member status converted from a Collector to a Public Member. Chairman Davis asked Lisa Ferguson to search for available opportunities with the Rocky Mount Chamber of Commerce where TDA can be of assistance.

Board members indicated that the New Year's Eve Egg Drop at the Nashville Farmers Market seemed to be well attended.

Barbara Green, Director of Nash County Travel & Tourism, presented a report on the visitor impact to tourism in the area from the 2023 Viking Classic reporting measurable outcomes compared to the event's projected goals in their funding application to the board.

Other Discussion:

The next TDA meeting will be held on May 14, 2024 at 2:00 p.m. at the Nash County Administrative Building in Nashville, NC.

There being no other business, Chairman Davis called for a motion to adjourn. Brenda Stallings made a motion, seconded Kay Mitchell. The meeting was adjourned by approval of the board.

Mary Edwards  
Finance Specialist I