

## **MINUTES**

### **NASH COUNTY TOURISM DEVELOPMENT AUTHORITY**

**May 9, 2023**

The Nash County Tourism Development Authority met on May 9, 2023 at 2:00 p.m. at the Nash County Administrative Building. Present were Robbie Davis, Chairman and members Kay Mitchell, Beth Ann Rose, Retho Williams, George Griffin, Lisa Ferguson, Brenda Stallings, and Wayne Murphy.

Also present were Donna Wood, Nash County Finance Officer; Mary Edwards, Nash County Finance Technician; and guests Susan Phelps, Nash County Economic Development Manager; Barbara Green with Nash County Travel and Tourism Council; Leigh Deans with Bailey Chamber of Commerce; Thomas Gillespie, Nash County Parks and Recreation Director; Maurine Brown, Nash County Cooperative Extension Market Manager; Shelly Gray with Nash County Arts Council; James DuBose and Jordan Lunch with Elizabeth City State University; Jean Bailey, Jennifer Harris, Pete Armstrong, Brenda Crocker, and Dr. Dan Crocker with Tar River Orchestra; Julie Baggett with Rocky Mount Mills; Amy Beasley with Nashville Chamber of Commerce; Karen White with Spring Hope Area Chamber of Commerce; Belinda Davis with Town of Castalia; Lyn Brown and Lance Adcock with Rocky Mount Rotary; Elic Gurganus with The Dunn Center; Greg Purcell with The Galleries at the Dunn Center; JoDell Richardson and Peggy Leggett with Faith Christian Ministries; Christina Mitchell with Crown Blessed The Bag LLC; and Bishop Shelton Daniel with Joy Community Development Corporation. Chairman Davis welcomed all members and guests and introduced Brenda Stallings as the newest board member.

Chairman Davis called the meeting to order and asked for approval of the minutes of the January 10, 2023 meeting. Motion was made by Wayne Murphy, seconded by Kay Mitchell, and duly passed that the minutes of January 10, 2023 be approved.

Chairman Davis called upon Finance Officer Donna Wood to present the 2023 Audit Contract from Thompson, Price, Scott, Adams & Co, P.A. for consideration of approval. Ms. Wood stated that the contract cost for the audit services and preparation of the annual financial statements is \$5,750. Ms. Wood noted that this was the seventh year for this firm. The reselection of Thompson, Price, Scott, Adams & Co, P.A for audit services was through an RFP process prepared by the county in March 2023. The contract price increased \$250 from FY2022. A motion to approve the contract was made by Kay Mitchell, seconded by Lisa Ferguson, and duly passed that the audit contract for FY2022/2023 be approved.

Chairman Davis then called upon Finance Officer, Donna Wood, to present the financial information. Ms. Wood indicated the YTD Budget Report presented is for the period July 1, 2022 through April 30, 2023 and when comparing FY2022-2023 July through March to the prior year same time period, occupancy tax collections have increased approximately 4.720%. Based on the collections to date, the annualized collections are approximately \$1,630,591.59. Utility expenditures include charges from July through March for the four interchanges and annualized, these expenditures are projected to be approximately \$32,200.00. Ms. Wood further stated that all funding allocations had been distributed to the Outside Agencies.

Business Recruitment update was presented by Susan Phelps, Nash County Economic Development Manager.

Ms. Wood presented the FY2024 Working Budget based on outside agency requests. Chairman Davis called for a Public Hearing for the Nash County Tourism Development Authority FY2023-2024 Budget Presentations.

Business Recruitment update was presented by Susan Phelps, Nash County Economic Development Manager.

On a motion by Lisa Ferguson, seconded by Retho Williams and duly passed that the Board go into a public hearing.

Public Hearing:

Chairman Davis asked for presenters to make their comments for the FY2023-2024 budget.

Referring to the Funding Applications, Chairman Davis called the following representatives to present their budget funding requests presentations for FY2023-2024:

- Leigh Deans - \$5,000 Bailey Chamber of Commerce – 3rd Annual Sweet Potato Festival.
- Thomas Gillespie - \$10,000 Nash County Park & Rec – Top Gun Sports Summer & Winter Southeastern. (Chairman Davis announced that he would be excusing himself from voting and consideration for these events considering he is part of the Park Committee).
- Maurine Brown - \$10,000 Nash County Farmers Market – Visit NC Farms
- Maurine Brown - \$90,945 Nash County Farmers Market – Capital
- Shelly Gray - \$10,000 Nash County Arts Council – Nashville Showcase Series
- James DuBose - \$60,000 for ECSU – Down East Football Classic
- Jean Bailey - \$30,000 Tar River Orchestra-Fund Raising Concert
- Julie Baggett - \$25,000 Rocky Mount Mills Community Events
- Amy Beasley - \$30,000 Nashville Chamber of Commerce - Blooming Festival
- Karen White - \$10,000 Spring Hope Chamber of Commerce - Pumpkin Festival – Received \$25,000 for FY22-23 but event canceled at the last minute due a Hurricane. The request for FY24 was to assist with costs already incurred.
- Karen White - \$5,000 Spring Hope Chamber of Commerce – Snowing in Spring Hope
- Karen White - \$3,500 Spring Hope Chamber of Commerce – Finch’s Potters Market
- Karen White - \$5,000 Spring Hope Chamber of Commerce – Christmas in Spring Hope
- Belinda Davis - \$50,000 – Sesquicentennial Celebration
- Lyn Brown - \$15,000 Rocky Mount Rotary - Tackle the Tar-5K Obstacle Course & Mud Run
- Elic Gurganus - \$10,000 Dunn Center - Dance Marketing
- Greg Purcell - \$10,000 The Galleries at the Dunn Center – Fantastic Little Paintings “The Artwork of Bob Ross”
- JoDell Richardson and Peggy Leggett - \$4,500 Faith Christian Ministries – Pig at the Depo-BBQ Festival

- Christina Mitchell - \$250,000 changed to \$50,000 at the presentation – Crown Blessed the Bag LLC-River Rulers: Paddle Boats & Pedal Sports
- Bishop Shelton Daniel – \$10,000 Joy Community Dev Corp – Unity in Community Festival
- Beth Ann Rose - \$693,611 Travel & Tourism

In addition to the presenters, Wesleyan University - \$65,000 Final Payment (5<sup>th</sup> of 5<sup>th</sup> year funding agreement for the Indoor Tennis Facility)

Chairman Davis requested additional comments regarding budget items for FY2023-2024 or questions for the presenters.

Chairman Davis then called for a motion to close the public hearing. A motion was made Wayne Murphy, seconded by Lisa Ferguson, and duly passed that the public hearing was closed.

Chairman Davis thanked the guests for attending. The Board took a short recess.

#### Budget Work Session:

Chairman Davis began the budget work session by opening discussion noting that the items in the Recommended Column on the FY2023-2024 Working Budget Document were to be considered only as a starting point for discussion of all of the requested items. Chairman Davis suggested for the expenditures for funding outside appropriation requests, to go through them individually.

- \$5,000 for Bailey Chamber of Commerce proposed as requested approved as requested
- \$10,000 Nash County Park & Rec – proposed as requested approved as requested
- \$10,000 Nash County Farmers Market/Visit NC Farms – approved \$5,000
- \$90,945 Nash County Farmers Market/Capital – proposed as requested approved as requested
- \$10,000 Nash County Arts Council – proposed as requested approved as requested

- \$60,000 for ECSU – no board member proposed as requested; a proposal was presented for \$30,000; approved in the amount of \$30,000
- \$30,000 Tar River Orchestra-Fund Raising Concert – proposed as requested approved as requested
- \$25,000 Rocky Mount Mills Community Events- proposed as requested approved as requested
- \$30,000 Nashville Chamber of Commerce - proposed as requested approved as requested
- \$10,000 Spring Hope Chamber of Commerce - Pumpkin Festival – proposed as requested approved as requested
- \$5,000 Spring Hope Chamber of Commerce – Snowing in Spring Hope – not approved
- \$3,500 Spring Hope Chamber of Commerce – Finch’s Potters Market- proposed as requested approved as requested
- \$5,000 Spring Hope Chamber of Commerce – Christmas in Spring Hope – not approved
- \$50,000 – Sesquicentennial Celebration – request was not proposed but a proposal of \$10,000 as presented; approved in the amount of \$10,000
- \$15,000 Rocky Mount Rotary - proposed as requested approved as requested
- \$10,000 Dunn Center – Dance Marketing- proposed as requested approved as requested
- \$10,000 Dunn Center – The Galleries - proposed as requested approved as requested
- \$4,500 Faith Christian Ministries – Pig at the Depo-BBQ Festival – request not proposed but a proposal of \$3,500 presented; approved in the amount of \$3,500
- \$50,000 Crown Blessed the Bag LLC-River Rulers: Paddle Boats & Pedal Sports – not approved
- \$10,000 Joy Community Dev Corp – Unity in Community Festival – request not proposed but a proposal of \$5,000 presented; approved in the amount of \$5,000
- \$693,611 Travel & Tourism - proposed as requested approved as requested
- \$65,000 NCWC – Indoor Facility -Final (Approved 5<sup>th</sup> of 5<sup>th</sup> year funding)

In addition, the following items were considered for the FY2023-2024 Budget based on the amount as presented on the recommendations:

1. Retail Developer \$46,000
2. Eco Dev Support \$75,000
3. Professional fees \$14,750
4. Administrative costs \$2,000
5. Utilities \$22,000
6. Special Events \$10,000
7. Contributions \$1,000

In consideration of the adoption of the FY2023-2024 TDA Budget, Chairman Davis reported the proposed FY2023-2024 TDA Recommended budget as revised is \$1,232,306 which includes estimated investment earnings of \$2,306 and a fund balance appropriation to balance the budget of \$318,306. A motion was made by Retho Williams, seconded by Lisa Ferguson. The motion passed unanimously for the Adoption of the FY2023-2024 TDA Budget.

Other Discussion:

Ms. Donna Wood will mail funding acceptance and denial letters to the outside agencies based on the FY2023-2024 adopted budget.

TDA Board Members Update – Brenda Stallings was appointed to replace Mark Cone. Wayne Murphy, Percell Kelley, Carol Reda, and Melissa Perry terms expired April 30, 2023. Lisa Ferguson's status is a Public Member and no longer a Collector due to relocation. Brittany Parker resigned due to moving and Chair Robbie Davis and the TDA Board Members will actively seek a replacement.

Chairman Report:

Chairman Davis stated that the next TDA meetings will be held January 9, 2024 and May 14, 2024 with the locations to be announced closer to the meeting dates.

There being no further business the Chairman called for a motion to adjourn. Lisa Ferguson made a motion, second by Retho Williams. The meeting was adjourned by approval of the board.

Mary Edwards

Finance Technician