

MINUTES
NASH COUNTY TOURISM DEVELOPMENT AUTHORITY
May 14, 2024

The Nash County Tourism Development Authority met on May 14, 2024 at 2:00 p.m. at the Nash County Administrative Building. Present were Robbie Davis, Chairman and members Judy Winstead, Beth Ann Rose, Retho Williams, George Griffin, Lisa Ferguson, Brenda Stallings, Allen Corbett, Miranda Knight, and Chelsea Baines.

Also present were Donna Wood, Nash County Finance Officer; Shannen Joyner, Nash County Finance Technician; and guests Susan Phelps, Nash County Economic Development Manager; Barbara Green and Bill Lehnes with the 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; Jean Bailey, Jennifer Harris, Pete Armstrong, and Dr. Dan Crocker with Tar River Orchestra; Julie Baggett with Rocky Mount Mills; Amy Beasley with Nashville Chamber of Commerce; Clarise Bissette with Spring Hope Area Chamber of Commerce; Tracy Shearin with Town of Castalia; Anthony Engrassia with Rocky Mount Rotary; Sheila Martin with The Dunn Center/The Galleries at the Dunn Center; Mayor Kyle Pritchard and Peggy Leggett with the Spring Hope Fire Department and Ladies Axillary; Bishop Shelton Daniel with Joy Community Development Corporation; Koy Worrell and Ashley Hamlet with Town of Nashville Parks & Recreation; and Christine Ricci, Sarah Thurman, and Colby Griffin with the Extension Master Gardener Volunteer Association of Nash County. Chairman Davis welcomed all members and guests and introduced Miranda Knight, Chelsea Baines, and Misty Lee as the newest board members.

Chairman Davis called the meeting to order and asked for approval of the minutes of the January 9, 2024 meeting. Motion was made by Lisa Ferguson, seconded by Retho Williams, and duly passed that the minutes of January 9, 2024 be approved.

Chairman Davis called upon Finance Officer Donna Wood to present the 2024 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 \$6,000. A motion to approve the contract was made by Beth Ann Rose, seconded by George Griffin, and duly passed that the audit contract for FY2023/2024 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, 2023 through April 30, 2024 and when comparing FY2023-2024 July through March to the prior year same time period, occupancy tax collections have decreased approximately 1.43%. Based on

the collections to date, the annualized collections are estimated at \$1,265,000, approximately 3% more than budget. Utility expenditures include charges from July through March for the four interchanges totaling \$18,083.92. As of April 30, 2024 expenditures total expenditures are \$1,097,773.36. Ms. Wood further stated that all funding allocations had been distributed to the Outside Agencies, except Travel & Tourism since they are on a monthly allocation.

Ms. Wood also requested a Budget Transfer approval for utilities in the amount of \$2,200 from line item Special Events to cover estimated utilities through the end of the fiscal year. Motion was made to approve the Budget Transfer by Brenda Stallings, seconded by Judy Winstead, and duly passed that the Budget Transfer requested for utilities be approved.

Ms. Wood presented the FY2025 Working Budget based on outside agency requests. Chairman Davis called for a Public Hearing for the Nash County Tourism Development Authority FY2024-2025 Budget Presentations.

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

Public Hearing:

Chairman Davis asked for presenters to make their comments for the FY2024-2025 budget.

Referring to the Funding Applications, Chairman Davis called the following representatives to present their budget funding requests presentations for FY2024-2025:

- Maurine Brown - \$10,000 Nash County Farmers Market – Farmers Market Events & Visit NC Farms App
- Koy Worrell – \$10,000 Town of Nashville Park & Rec - Nashville Farmers Market Concert Events
- Thomas Gillespie - \$11,500 Nash County Park & Rec – Top Gun Sports Summer & Winter World Series.
- Christine Ricci - \$48,000 Extension Master Gardener Volunteer Association of Nash County - Pathway Enhancement for the Nash County Arboretum
- Leigh Deans - \$18,000 Bailey Chamber of Commerce – NC Sweet Potato Festival
- Leigh Deans - \$10,000 Bailey Chamber of Commerce – Christmas in Bailey
- Tracy Shearin - \$20,000 Town of Castalia – July 4th Independence Day Celebration
- Joe Amos – \$5,000 Middlesex Police Department – 2024 National Night Out
- Amy Beasley - \$30,000 Nashville Chamber of Commerce - Blooming Festival
- Clarice Bisette - \$20,000 Spring Hope Chamber of Commerce – 51st Spring Hope National Pumpkin Festival
- Clarice Bisette - \$4,000 Spring Hope Chamber of Commerce – Dan Finch Studio Potters Market

- Peggy Leggett and Mayor Kyle Pritchard - \$4,500 Spring Hope Fire Dept. and Women's Axillary – Pig at the Depo – BBQ Event
- Bishop Shelton Daniel – \$10,000 Joy Community Dev Corp – Unity in Community Festival
- Shelia Martin - \$20,000 Minges Auditorium at the Dunn Center – National Dance Competitions
- Shelia Martin - \$25,000 The Mims Art Gallery at the Dunn Center – Bob Ross Art Encore
- Shelly Gray – \$10,000 Nash County Arts Council – Nashville Showcase Series
- Julie Baggett - \$25,000 Rocky Mount Mills - Community Events
- Anthony Engrassia - \$15,000 Rocky Mount Rotary - Tackle the Tar-5K Obstacle Course & Mud Run (Chairman Davis announced that he would be excusing himself from voting and consideration for the Rocky Mount Rotary Tackle the Tar event considering he is a member of the Rocky Mount Rotary Club).
- Jean Bailey - \$30,000 Tar River Orchestra- Remember When Rock Was Young: The Music of Elton John
- Bill Lehnes and Barbara Green - \$693,611 Travel & Tourism

Chairman Davis requested additional comments regarding budget items for FY2024-2025 or questions for the presenters.

Chairman Davis then called for a motion to close the public hearing. A motion was made Judy Winstead, seconded by Beth Ann Rose, 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 FY2024-2025 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.

- \$18,000 requested Bailey Chamber of Commerce- Sweet Potato Festival- proposed by board for \$7,500 approved for \$7,500
- \$10,000 requested Bailey Chamber of Commerce- Christmas in Bailey- \$5,000 proposed by board approved for \$5,000
- \$11,500 requested Nash County Park & Rec – Top Gun Softball World Series – proposed as requested approved as requested
- \$10,000 requested Nash County Farmers Market (\$6,000)/Visit NC Farms (\$4,000) – proposed as requested approved as requested

- \$20,000 requested Town of Nashville Parks & Rec- Farmers Market Concert Events - \$10,000 proposed by the board, approved for \$10,000
- \$10,000 requested Nash County Arts Council – proposed as requested approved as requested
- \$30,000 requested Tar River Orchestra-Fund Raising Concert – proposed as requested approved as requested
- \$25,000 requested Rocky Mount Mills Community Events- proposed as requested approved as requested
- \$30,000 requested Nashville Chamber of Commerce – Blooming Festival- proposed as requested approved as requested
- \$20,000 requested Spring Hope Chamber of Commerce - Pumpkin Festival – \$10,000 proposed by the board, approved in the amount of \$10,000 (due to change of number of days)
- \$4,000 requested Spring Hope Chamber of Commerce – Finch’s Potters Market- proposed as requested approved as requested
- \$15,000 requested Rocky Mount Rotary – Tackle the Tar - proposed as requested approved as requested
- \$20,000 requested Dunn Center – Dance Marketing- \$10,000 proposed by the board, approved for \$10,000
- \$25,000 requested Dunn Center – The Galleries - \$15,000 proposed by the board, approved for \$15,000
- \$4,500 requested Spring Hope Fire Department and Women’s Axillary – Pig at the Depo-BBQ Festival – proposed as requested approved as requested
- \$10,000 requested Joy Community Dev Corp – Unity in Community Festival – \$7,500 proposed by the board approved for \$7,500
- \$48,000 requested Extension Master Gardener – Arboretum Pathway Enhancement - \$5,000 proposed by the board, approved for \$5,000
- \$5,000 requested Middlesex Police Dept. – proposed as requested approved as requested
- \$20,000 requested Town of Castalia – \$15,000 proposed by the board, approved for \$15,000
- \$693,611 requested Travel & Tourism - proposed as requested approved as requested

In addition, the following items were considered for the FY2024-2025 Budget based on the amount as presented on the recommendations:

1. Retail Developer \$46,000
2. Eco Dev Support \$75,000
3. Professional fees \$7,500
4. Administrative costs \$2,000
5. Utilities \$42,200
6. Special Events \$10,000
7. Contributions \$1,000
8. Reserve \$141,689

In consideration of the adoption of the FY2024-2025 TDA Budget, Chairman Davis reported the proposed FY2024-2025 TDA Recommended budget as revised is \$1,249,000 which includes estimated collections of \$1,248,000, estimated investment earnings of \$1,000 and an expenditure reserve of \$141,689 to balance the budget of \$1,249,000. A motion was made by Beth Ann Rose to approve the proposed budget, seconded by Allen Corbett. The motion passed unanimously for the Adoption of the FY2024-2025 TDA Budget.

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

New Business:

TDA Board Members Update –There are two open positions on the Board. One is a collector member position and one is a public member position. Chair Robbie Davis indicated he would actively seek a replacement and asked the TDA Board members to provide recommendations if available.

Chairman Davis stated that the next TDA meetings will be held Tuesday, January 14, 2025 at 2:00pm and Tuesday, May 13, 2025 at 2:00pm. The location being at the Nash County Administration Building.

Other Discussion:

Donna Wood will mail funding notifications to the outside agencies based on the FY2024-2025 adopted budget. The board requested that notification to Spring Hope Area Chamber indicated the funding for the Pumpkin Festival was based on the change to a one-day event.

Chairman Report:

Chairman Davis notified the Board that this would be Donna Wood's last meeting. She has accepted a position outside of Nash County government and will be leaving at the end of August.

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

Shannen Joyner
Finance Technician