

MINUTES

NASH COUNTY TOURISM DEVELOPMENT AUTHORITY

January 15, 2019

The Nash County Tourism Development Authority met January 15, 2019 at 2:00 p.m. at Country Inn & Suites in Rocky Mount, N.C. Board members present were Robbie Davis, Chairman and Kay Mitchell, Judy Winstead, Faye Beddingfield, Samantha Myszelow, Retho Williams, Dan Daly, George Griffin and Wayne Murphy.

Also present were Donna Wood, Nash County Finance Officer and guests Susan Phelps, Nash County Business Development Recruiter, Aaron Denton, North Carolina Wesleyan College Vice President of Athletics and Albie Brice, North Carolina Wesleyan College Tennis Coach.

Chairman Davis welcomed all members and guests.

Chairman Davis called the meeting to order and introduced the two new TDA Board Members, Realtor, Judy Winstead and Realtor, Kay Mitchell. Chairman Davis asked for approval of the minutes of the May 15, 2018 meeting. Motion was made by Samantha Myszelow and seconded by Rethro Williams and duly passed that the minutes of May 15, 2018 be approved.

Chairman Davis, restated the approval of the Board of the email votes that took place October 24, 2018 with funding coming from the "Contributions by Email Vote" line item

- \$5,000 approved to the Sudan Shriners for the Spring Ceremonial that will be held Rocky Mount and Nashville
- \$4,500 approved to pay half the cost for a Hotel Market Study to be done on a site in Nashville NC

Chairman Davis then called Finance Officer Donna Wood to review the June 30, 2018 Audit Report prepared by Thompson, Price, Scott, Adams & Co out of Whiteville, NC. Donna informed the board that TDA received an Unmodified Opinion and net position increased \$137,211. The Fund Balance as of June 30, 2018 is \$1,021,065. Restricted fund balance as of

June 30, 2018 represents 133% of total General Fund expenditures compared to prior year of 118%.

Chairman Davis asked the Board to accept the audit as presented. A motion for acceptance of the June 30, 2018 audit was made by Retho Williams and seconded by Dan Daly and duly accepted by a unanimous vote.

Chairman Davis then called upon Finance Officer Donna Wood to present the financial information for the current fiscal year to date. TDA occupancy tax collections from July through November 2018 totaled \$458,029.35 compared to \$374,679.01 from July through November 2017. This is an increase of approximately 22.25% over prior year due primarily to the occupancy as a result of Hurricane Florence and construction in the area in the current year.

Ms. Wood reported that expenditures through December 31, 2018 were \$412,230.27 however, this only includes five months of utility payments consistent with prior year. In addition, the Nashville 58/64 Lighting is not currently in place. It was also noted that, Economic Development, the Dunn Center, Nashville Blooming Festival and the Business Development Coordinator Funding were not included in the expenditures through December 2018.

Chairman Davis introduced Susan Phelps, Nash County Business Development Recruiter. Mrs. Phelps provided the TDA Board with an update on the Hotel Market Study (HVS) for the Nashville area in which half of the funding for the study was paid by the TDA as approved in the email vote on October 24, 2018. Mrs. Phelps presented that the HVS was contracted to complete a hotel market study at the request of Stallings Oil Company and the Nash County TDA for property located on Evans Drive in Nashville. Upon completion of the study it was determined that it would be feasible for a hotel developer but the numbers are not as strong as we would like. The subject property studied was an 85 room Tru by Hilton and once stabilized by year 2024 would result in a 70% occupancy and \$112.00 ADR. The property owner will now search for a hotel specific broker to market the property to potential developers.

New Business:

1. Chairman Davis stated that he had received a funding request from Mr. Aaron Denton, NCWC Vice President and Athletic Director. Due to the construction nature of the project and considering Mr. Davis' son's business has been in construction consultation with the College on the Project, Chairman Davis excused himself from the business of the TDA Board and turned the meeting over to George Griffin. Mr. Griffin introduced Aaron Denton and Albie Brice from NCWC to present the funding request to the Board.

Mr. Denton and Mr. Brice indicated that NCWC seeks to construct an indoor tennis and sports complex to enhance its varsity sports programs and student experience, as well as increase its local, regional and national community relations/exposure. The proposed facility would consist of the following: six to nine indoor tennis courts, two squash courts, two pickleball/badminton courts, three golf simulators and a sports performance area. They indicated several examples of the financial impact the facility would have on travel and tourism in Nash County stating that the facility would allow NCWC to plan for twenty plus years of hosting local, regional and national events throughout the year as well as placing a facility in our community that will bring national exposure. The total project budget is anticipated to be up to \$2.7 million (\$2.5 million for the facility and \$100,000+/year for USA South). Funding of approximately \$2.3 million is from private donors for the facility with the funding request for USA South from Wesleyan College and the TDA if approved.

The request that was presented was for a total of \$325,000 over five years, with funding of \$65,000 each year beginning with the Current Fiscal Year (FY) 2019 through Fiscal Year (FY) 2023 to assist North Carolina Wesleyan College (NCWC) with the construction of an Indoor Tennis Facility and Sports Complex.

The project is expected to be completed by the Fall of 2019. Mr. Denton and Mr. Brice took questions and then thanked the Board for consideration and left the meeting.

Mr. Griffin opened the floor for discussion of the funding request. After Board discussion, Samantha Myselow made a motion to support the funding of the project and to fund \$65,000 in FY2019 (to be made once notification that construction has begun), with the intent of the Board to fund the remaining of \$65,000/ year through fiscal year 2023 totaling \$325,000. Dan Daly seconded the motion. The motion was duly passed with a unanimous vote from the eight members voting (excluding Chairman Davis).

Donna Wood then presented a request to amend the budget with an appropriation of fund balance to cover the NCWC funding request. Kay Mitchell made a motion to approve the budget amendment of \$65,000 from fund balance with a second from Dan Daly. The motion was duly passed with a unanimous vote from the eight members voting (excluding Chairman Davis).

Mr. Griffin then turned the meeting back over to Chairman Davis.

2. Chairman Davis noted under new business that the FY2019/2020 Funding Applications will be received beginning February 1, 2019.

Other Discussion:

1. Donna Wood updated that Board on the FY18/19 Down East Football Classic noting that Elizabeth City State University sent a letter on October 18, 2018 indicating that of the \$40,000 they had receiving for funding the football classic, they had spent \$5,531.60 prior to the event being canceled due to Hurricane Florence. They indicated that the unused funds of \$34,468.40 would be held specifically reserved for the Down Est Viking Football Classic.

2. Chairman Davis then updated the Board on the relocation of Travel and Tourism. Travel and Tourism opened the new location at the Rocky Mount Mill property on November 8, 2018.
3. Chairman Davis discussed the lighting at 64/58 Exchange in Nashville, noting that in the financial expenditures, no charges have been paid to date. Chairman Davis indicated he would contact the Town of Nashville Mayor and update the Board at the May meeting.
4. Chairman Davis identified the following Board members with terms expiring April 2019.

Retho Williams	George Griffin
Robert Johnson	Dan Daly
Tara Nelson	Samantha Myszelow

Chairman Davis stated that Robert Johnson resigned from the Board effective January, 15, 2019 because he is no longer in the area. He then stated that all of the Board members with terms expiring were eligible for re-appointment but since Tara Nelson is no longer in the area would not recommend her for re-appointment. He then asked the other members if they would be interested in another term. Retho Williams, George Griffin and Dan Daly all agreed to serve another term.

Chairman Davis requested the Board to provide recommendations of hoteliers and other who may be interested and available to potentially fill these two board positions.

Chairman Davis noted that the next TDA meeting will be held in May 14, 2019. Wayne Murphy offered to host the meeting at the Southern Bank Building.

Chairman Davis adjourned the meeting.



Donna Wood
Finance Director