

MINUTES

NASH COUNTY TOURISM DEVELOPMENT AUTHORITY

May 14, 2019

The Nash County Tourism Development Authority met on May 14, 2019 at 2:00 p.m. at the Southern Bank Building in Rocky Mount, N.C. Present were Robbie Davis, Chairman and members Dan Daly, George Griffin, Faye Beddingfield, Wayne Murphy, Bill Lehnes, Judy Winstead, Kay Mitchell and Retho Williams.

Also present were Donna Wood, Nash County Finance Officer and guests Russell Proctor, Keith Ballentine, Debbie Herndon and Barbara Greene with, Nash Travel and Tourism Council;; Allen Barbee Jr. – Spring Hope Pumpkin Festival; Amy Beasley – Nashville Blooming Festival, Shelley Gray- Nash Arts, Lyn Brown and Kristen Brabble – Rocky Mount Rotary for Tackle the Tar; Sheila Martin – The Dunn Center; Jennifer Harris, Jean Bailey and Brenda Crocker with the Tar River Choral and Orchestral Society, Inc. (TROC) Julie Baggett with Rocky Mount Mills and Dr. Diane Price Fleming with Red Oak Historic Preservation Society.

Chairman Davis welcomed all members and guests.

Chairman Davis called the meeting to order then asked for approval of the minutes of the January 15, 2019 meeting. On a Motion by Dan Daly, seconded by Bill Lehnes the minutes were approved with a correction to the last page correcting member to Dan Daly from Samantha Myzselow, as agreeing to serve another term along with Rethro Williams and George Griffin.

Chairman Davis then called upon Finance Officer Donna Wood to present the financial information. Projection for 2018-2019 is estimated to increase fund balance by approximately \$126,723 which is due to increased occupancy tax collections during FY2019. Occupancy tax collections are approximately 14.61% higher than prior year FY2018 at this time due to the Hurricane in the fall and construction in the area.

Old Business:

None noted.

New Business:

Chairman Davis called upon Finance Officer Donna Wood to present the 2019 Audit Contract from Thompson, Price Scott, Adams & Co, P.A. for consideration of approval. Ms. Wood stated that the contract was for \$3,750 for the audit services and \$500 for preparation of the annual financial statements for a total cost of \$4,250. Ms. Wood noted that this was the third year for this firm and the contract price remained the same as for FY2018. A motion to approve the contract was made by Kay Mitchell and seconded by Dan Daly and duly passed that the audit contract for FY2019 be approved.

Public Hearing:

Chairman Davis called for a Public Hearing for the Nash County Tourism Development Authority 2019-2020 Budget Presentation and consideration of adoption of the proposed 2019-2020 Budget noting that this Public Hearing and meeting had been advertised as required on May 3, 2019 in the Rocky Mount Telegram. On a motion by Kay Mitchell seconded by Bill Lehnese and duly passed that the Board go into a public hearing.

Chairman Davis asked for presenters to make their comments for the 2019-2020 budget.

Chairman Davis called Mrs. Brenda Crocker, Ms. Jean Bailey and Jennifer Harris to present the funding request of \$25,000 for Tar River Orchestra. Ms. Bailey reported the benefits to the community and the successes from the FY2019 funding of the concert event and noted that this event brought in musicians and attendees from all over eastern North Carolina. The presenters indicated that FY2020 would be used to bring in a nationally known artist from a Contemporary Christian Group in May 2020.

Amy Beasley from the Nashville Chamber was introduced to present the funding request of \$25,000 for the Nashville Blooming Festival. The 2020 Blooming Festival will be the Festival's 24th year held over Mothers Day weekend. Ms. Beasley indicated that the funding request is to

support a large band for Saturday evening to keep the event exciting for the local area but to also attract more tourists to the event.

Allen Barbee, Jr. from the Spring Hope Chamber of Commerce, was introduced to present a funding request of \$10,000 for the Spring Hope Pumpkin Festival. Mr. Barbee indicated that this would be the 48th year of the Festival held on the first weekend in October with various events occurring throughout the week and weekend and a band on Friday evening.

Shelly Gray was introduced to present a funding request of \$10,000 for the Nash Arts Council. Ms. Gray requested funding to support the 6th season of the Nashville Showcase series but specifically the Acoustic Trio featuring Pam Tillis on September 19th.

Lyn Brown and Kristen Brabble, representative of the City of Rocky Mount Rotary Club were introduced to present a funding request of \$15,000 for the Tackle the Tar Event for 2020. Ms. Brown and Ms. Brabble noted that the event scheduled for 2019 will be the 4th year. It is a three-day event with the Big Event, the "Mud Run". They indicated that this event supports local colleges and students through scholarship funding and it also partners with various other local agencies in the area. This event not only brings in local runners but has attracted interest from other States.

Sheila Martin, representative from The Dunn Center was introduced to present the request for \$20,000 for The Dunn Center. Ms. Martin indicated that this will be the 23rd year of the Dunn Center. She discussed that the funding request is to support the National Dance Competition held at the Dunn Center and the Performing Arts Series.

Julie Baggett, representative from Rocky Mount Mills was introduced to present the request for \$10,000 for The Rocky Mount Mills – Concert Series. Ms. Baggett indicated that these events will support the local breweries and food trucks, keep people in the community and bring in outside attendees through promotion of events through social media, radio and paper.

Dr. Diane Price Fleming, representative from The Red Oak Area Historic Preservation Society was introduced to present the request for \$3,000 for The Annual Derby Day. Dr. Fleming presented the request indicating that the Annual Derby Day was to support the

rehabilitation of the 100 year old teachers Dormitory – Farm Life School. She noted that the funding request was to fund the gap of the cost of the Derby.

Barbara Greene Travel and Tourism Director and Debbie Herndon for marketing were introduced to present the request for Travel and Tourism Council's budget request of \$600,000 funding for FY 2019-2020. Ms. Greene presented a line-by-line explanation of the budget items requested and noted that the increase over prior year requests was primarily due to moving toward more digital/web based marketing and adding USA South Spring Sports to Special Events.

Chairman Davis requested additional comments regarding budget items for FY2019-2020. Chairman Davis then called for a motion to close the public hearing. A motion was made by Faye Beddingfield seconded by Dan Daly and duly passed that the public hearing was closed.

Chairman Davis thanked the guests for attending.

Budget Work Session:

Chairman Davis began the budget work session by noting that the items in the Recommended Column on the FY 2019-2020 TDA Budget form were to be considered only as a starting point for discussion of all of the requested items.

Chairman Davis recommended that the proposed revenue for fiscal year 2019-2020 increase to \$900,000. This is based on a five year average Occupancy Tax collection and \$6,400 for investment earnings estimated revenue.

Chairman Davis suggested going through the outside appropriation requests individually.

1. Tar River Orchestra requested \$25,000 - approved as requested
2. Nashville Blooming Festival – requested \$25,000 – approved as requested
3. Spring Hope Pumpkin Festival requested \$10,000 - approved as requested
4. Nash Arts Council requested \$10,000 - approved as requested
5. Tackle the Tar – \$15,000 - approved as requested
6. The Dunn Center requested - \$20,000 - approved as requested
7. Rocky Mount Mills –Concert Series - \$10,000 - approved as requested

8. Red Oak Area Historic Preservation Society – Annual Derby Day Gap \$3,000- request denied with comments from the Board noting that the request does not fit the guidelines of TDAs funding.

9. Nash Travel and Tourism requested \$600,000 - approved as requested

The outside agency requests were discussed and approved or denied by a show of hands as noted above.

In addition, the following items were considered for the FY2019-2020 Budget based on the amount as presented in Requested.

10. Professional fees \$6,000

11. Director Fees/Supplies/Advertising \$1,250

12. Business Development Coordinator \$39,705

13. Contributions by Chairman \$1,000

14. Contributions by Email Vote \$10,000

15. Economic Development \$75,000

16. Winstead Avenue Lighting Exchange \$6,500

17. Other Utilities – Lighting interchanges \$30,000

18. Town of Nashville 58/64 Lighting interchange \$7,200

19. Wesleyan College – Indoor Tennis Facility Project (2nd of 5 year) \$65,000

In consideration of the adoption of the FY2019-2020 TDA Budget as discussed, Chairman Davis reported the proposed 2019-2020 TDA Recommended budget totaled \$956,655 which includes a fund balance appropriation to balance the budget of \$50,255. A motion was made by Dan Daly, seconded by George Griffin. The motion passed unanimously for the Adoption of the FY 2019-2020 TDA Budget.

Other Discussion:

None

Chairman Report:

Chairman Davis stated that the next TDA meeting will be held in January 14, 2020 at the Southern Bank Building to provide the Board midyear updates followed by the May 2020 meeting.

There being no further business the Chairman called for a motion to adjourn. Faye Beddingfield made a motion, second by Kay Mitchell meeting. The meeting was adjourned by approval of the board.

A handwritten signature in cursive script that reads "Donna Wood".

Donna Wood
Finance Director