

## MINUTES

### NASH COUNTY TOURISM DEVELOPMENT AUTHORITY May 15, 2013

The Nash County Tourism Development Authority met on May 15, 2013 at 10:00 a.m. at Holiday Inn in Rocky Mount, N.C. Present were Robbie Davis, Chairman and members Dan Daly, Robert Johnson, David Joyner, Bill Lehnes, Charlie Wells, Zack Dorovic, Faye Beddingfield-Wiggs, Ernestine Neal and Peter Varney.

Also present was Lynne Hobbs, Nash County Finance Officer, Carolyn Mingia, Nash County Finance Office and Scott Turner, Nash Tourism Council. Guests included Russell Proctor, Brenda Crocker, Jean Bailey, Jan Mills, Amy Beasley and Joanne Cooper.

Chairman welcomed all members and guests and asked that everyone introduce themselves.

Chairman Davis called the meeting to order then asked for approval of the minutes of the previous meeting. Motion was made by Peter Varney seconded by Charlie Wells and duly passed that the minutes of May 29, 2012 be approved with the correction as follows: Peter Varney asked the TDA Board to consider for the following year (2013-14) paying the utilities for lighting added to Winstead Ave.

Chairman Davis then called upon Finance Officer Lynne Hobbs to present the financial information. Projection for 2012-13 is to spend \$723,021 for the year. Also reported was a projected collections amount of \$736,000 through June 30.

Chairman Davis asked for presenters to make their requests for the 2013-2014 budget. Brenda Crocker and Jean Bailey spoke for the Tar River Orchestra and Chorus requesting \$20,000 for a concert. They are in discussions with the Southern Gospel group, the Kingdom Heirs, to hopefully appear in concert in 2014. Ernestine Neal spoke

for the Downeast Football Classic requesting their 16<sup>th</sup> year of funding for \$20,000, to be held Sept. 25-29. The third request was made by Russell Proctor for an additional year's funding of \$20,000 towards the Barbecue Cookoff to be held Oct. 11-12. They would like to raise the Grand Champion prize to \$5,000 and the Reserve Grand Champion prize to \$2,500.

Russell Proctor asked the TDA to consider funding \$1,000 towards the Destination Assessment survey that was conducted in January 2013. Travel and Tourism has paid half. City of Rocky Mount, Rocky Mount Chamber and TDA would each pay \$1,000. The total cost of the survey which is now complete was \$6,000.

The fifth request was from Amy Beasley and Joanne Cooper requesting \$2,500 towards the Nashville Blooming Festival. This is the Blooming Festival's 17<sup>th</sup> year. It brings 20,000 to 25,000 people to Nashville each year.

The sixth request was from Jan Mills who requested \$2,500 funding for the Spring Hope Pumpkin Festival. September 27 is the kickoff date. The Pumpkin Festival brings in around 36,000 people.

Chairman Davis made a request for \$6,000 funding for maintenance of landscaping at Gold Rock. The City of Rocky Mount would pay half and TDA would pay the other half. DOT will do the landscaping but someone would need to come in and maintain the landscaping.

Faye Beddingfield-Wiggs and Scott Turner presented the Travel Bureau's budget request of \$449,176. The 2013-14 budget request was less because amounts are down for billboards, visitor's guides and ads. Scott Turner told the Board the new Director starts May 28.

Lastly, the ninth request was from Peter Varney for \$12,000 to pay the difference in the utilities bill for additional lighting at the Winstead Avenue widening. DOT included

in their mutual agreement to take out 14 street lights and add 4 high rise high intensity lights at the interchange.

Chairman Davis called for the public hearing and opened the floor for discussion. On motion made by Earnestine Neal, second by Peter Varney to provide \$20,000 funding to the Tar River Orchestra and Chorus; motion passed unanimously.

Motion made by Peter Varney to fund the Downeast Football Classic \$20,000, seconded by Faye Beddingfield-Wiggs. Motion passed.

Peter Varney made the motion to fund the Barbecue Cookoff at \$20,000 and second was made by Bill Lehnes. The motion passed.

Dan Daly made a motion to fund the Blooming Festival \$2,500. Robert Johnson seconded and the motion passed.

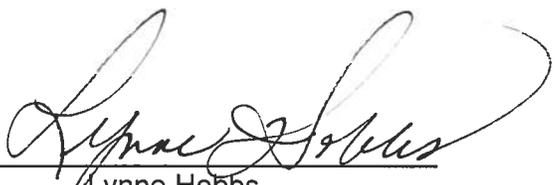
Robert Johnson made a motion to fund the Pumpkin Festival \$2,500. Second was by Dan Daly. Motion passed.

Charlie Wells made a motion to fund \$6,000 for the Gold Rock landscaping maintenance. The second was by David Joyner and the motion passed.

Lastly, Peter Varney motioned to fund the Tourism Council \$449,176, second by Zack Dorovic and motion carried.

After adjusting the budget based on above approved funding totals, the total for the 2013-14 budget came to \$732,526. Chairman Davis called for a vote on the budget on motion of Charlie Wells, second by Faye Beddingfield-Wiggs to adopt the 2013-14 TDA Budget. The motion passed unanimously.

There being no other business the meeting was adjourned on motion of Faye Wiggs, seconded by Bill Lehnes.

  
Lynne Hobbs  
Finance Director

