

## **MINUTES**

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

**May 15, 2018**

The Nash County Tourism Development Authority met on May 15, 2018 at 2:00 p.m. at Country Inn & Suites in Rocky Mount, N.C. Present were Robbie Davis, Chairman and members Dan Daly, George Griffin, Faye Beddingfield, Ernestine Neal, Zack Dorovic, Wayne Murphy, Jerry Patel and Retho Williams.

Also present were Donna Wood, Nash County Finance Officer and guests Russell Proctor, Paul Niswonger and Barbara Greene with, Nash Travel and Tourism Council; Dr. Claude Mackey, Daphne Johnson and Julia Congleton-Bryant, with ECSU Down East Viking Football Classic; Jan Mills – Spring Hope Pumpkin Festival; Amy Beasley – Nashville Blooming Festival, Shelley Gray- Nash Arts, Lynn Brown – Tackle the Tar; Sheila Martin – The Dunn Center; Jean Bailey and Brenda Crocker with the Tar River Choral and Orchestral Society, Inc. (TROC) and Julie Baggett and Evan Chaves with Rocky Mount Mills.

Chairman Davis welcomed all members and guests.

Chairman Davis called the meeting to order then asked for approval of the minutes of the January 16, 2018 meeting. Motion was made by Wayne Murphy seconded by Ernestine Neal and duly passed that the minutes of January 16, 2018 be approved.

Chairman Davis then called upon Finance Officer Donna Wood to present the financial information. Projection for 2017-2018 is estimated to increase fund balance by approximately \$148,000 which is primarily due to an increase in occupancy tax collection during FY2018. Occupancy tax collections are approximately 9.5% less than prior year FY2017 at this time due to prior year collection increase as a result of Hurricane Matthew. Occupancy tax collections are approximately 4.9% greater than FY2016 at the same time. Also, utility expenditures to date

are below budget primarily due to the credits still available from the City of Rocky Mount agreement.

**Budget Amendment:**

Donna Wood presented a budget line item transfer of \$400 which was approved by the Chairman in January 2018. This transfer was to cover professional services for attorney fees and were transferred from the Contributions by Chairman line item which requires a notification to the Board of the details and amount if approved during the year.

**Old Business:**

None noted.

**New Business:**

Chairman Davis called upon Finance Officer Donna Wood to present the 2018 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 second year for this firm and the contract price remained the same as for FY2017. A motion to approve the contract was made by Faye Beddingfield and seconded by Wayne Murphy and duly passed that the audit contract for FY2018 be approved.

Chairman Davis called the Public Hearing for the Nash County Tourism Development Authority 2018-2019 Budget Presentation to order noting that this meeting had been advertised as required on May 2, 2018 in the Rocky Mount Telegram.

Chairman Davis asked for presenters to make their requests for the 2018-2019 budget.

Chairman Davis called Mrs. Brenda Crocker and Ms. Jean Bailey to present the funding request of \$20,000 for Tar River Orchestra. Ms. Bailey reported the benefits to the community and the successes from the FY2018 funding of the concert event and noted that this event brought in musicians and attendees from all over eastern North Carolina. Ms. Bailey indicated

that FY2019 would be the 32<sup>st</sup> year for the Tar River Orchestra and the funding request for FY2019 is for the February 15 event.

Dr. Claude Mackey, Julia Congleton- Bryant and Daphne Johnson were introduced to present the funding request of \$40,000 for the ECSU Down East Viking Football Classic. Dr. Mackey indicated that this will be the 20<sup>th</sup> year of the Football Classic and it will be a four-day event culminating with the Football game with various activities for out of town guests.

Amy Beasley from the Nashville Chamber was introduced to present the funding request of \$20,000 for the Nashville Blooming Festival. The 2019 Blooming Festival will be the Festivals 23<sup>rd</sup> year. Ms. Beasley indicated the event brings 25,000 to 30,000 people to Nashville each year providing family entertainment and supporting local businesses. In addition to the support for the local businesses it also supports local Clubs, Bands and Not for Profits. Ms. Beasley indicated that the increase in the request from FY2018 was to primarily to bring in larger bands and an additional \$3,000 to cover the need for a generator due to the new construction of the courthouse which eliminated an electrical source that the Chamber had used in prior years.

Jan Mills from the Spring Hope Chamber of Commerce, was introduced to present a funding request of \$5,000 for the Spring Hope Pumpkin Festival. Ms. Mills indicated that this would be the 47<sup>th</sup> year of the Festival and they were changing it back to a two-day event for the Fall of 2018.

Shelly Gray was introduced to present a funding request of \$10,000 for the Nash Arts Council. Ms. Gray requested funding to support the 5<sup>th</sup> season of the Nashville Showcase series. The Showcase funding is used to support concerts and the related artist contracts.

Lynn Brown, representative of the City of Rocky Mount Rotary Club was introduced to present a funding request of \$15,000 for the Tackle the Tar Event for 2019. Ms. Brown noted that the event scheduled for 2018 will be the 3<sup>rd</sup> year. It is a three-day event with the Big Event, the "Mud Run" on May 19<sup>th</sup>. There are approximately 9 events over the three-day period and requires approximately 250 volunteers and has a large following. She indicated that this event

supports local colleges and students through scholarship funding and it also partners with Peacemakers, the Jaycees, the Junior Guild and the Blue Knights.

Sheila Martin, representative from The Dunn Center was introduced to present the request for \$10,000 for The Dunn Center. Ms. Martin indicated that this will be the 22nd year of the Dunn Center. She discussed the many events held at the Dunn Center. Ms. Dunn indicated the Season Series begins September 14<sup>th</sup>.

Julie Baggett and Evan Chaves, representative from Rocky Mount Mills were introduced to present the request for \$5,000 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.

Paul Niswonger, Finance Chair and Barbara Greene Travel and Tourism Director, were introduced to present the request for Travel and Tourism Council's budget request of \$533,500 funding for FY 2018-2019. Mr. Niswonger and Ms. Greene presented a line-by-line explanation of the budget items requested and noted that the increase over prior year requests were primarily due to marketing and professional services to add weekend staffing.

Chairman Davis requested additional comments regarding budget items for FY2018-2019. Chairman Davis then called for a motion to close the public hearing. A motion was made by Ernestine Neal and seconded by Retho Williams and with full consent of the Board the public hearing was closed.

#### Budget Work Session:

Chairman Davis began the budget work session by noting that the items in the Recommended Column on the FY 2018-2019 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 2018-2019 increase to \$803,000. This includes \$800,000 estimated Occupancy Tax based on average

collections over the last 7 years removing the highest and lowest years from the calculation, and \$3,000 for investment earnings estimated revenue.

Chairman Davis suggested going through the outside appropriation requests individually.

1. Tar River Orchestra requested \$20,000 - approved as requested
2. Downeast Football Classic requested \$40,000 - approved as requested
3. Spring Hope Pumpkin Festival requested \$5,000 - approved as requested
4. Nashville Blooming Festival – requested \$20,000 – approved as \$17,000 (not to include funding for electrical issue)
5. Nash Arts Council requested \$10,000 - approved as requested
6. Tackle the Tar – \$15,000 - approved as requested
7. The Dunn Center requested - \$10,000 - approved as requested
8. Rocky Mount Mills –Concert Series - \$5,000 - approved as requested
9. Nash Travel and Tourism requested \$533,500 - approved as requested

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

In addition, the following items were considered for the FY2018-2019 Budget based on the amount as presented in Recommended.

10. Professional fees \$6,000
11. Director Fees/Supplies/Advertising \$1,250
12. Business Development Coordinator \$36,900
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 \$40,000
18. Town of Nashville 58/64 Lighting interchange \$7,200
19. Wesleyan College – Golden Leaf matching grant funds (2nd and final year) \$25,000

In consideration of the adoption of the FY2018-2019 TDA Budget as discussed, Chairman Davis reported the proposed 2018-2019 TDA Recommended budget totaled \$864,350 which includes a fund balance appropriation to balance the budget of \$61,350. A motion was made by

Zack Dorovich, seconded by Faye Beddingfield. The motion passed unanimously for the Adoption of the FY 2018-2019 TDA Budget.

Other Discussion:

Jerry Patel requested linking advertising with hotels with Destination Rocky Mount.

Chairman Report:

Chairman Davis updated the Board on the Travel and Tourism Office indicating that the anticipated move in date is September 2018.

Chairman Davis indicated with the change in administration at the City of Rocky Mount, he would like to meet and update them on the legislation regarding occupancy tax funding use in order to stay in compliance.

Chairman Davis recognized Tracey Jackson and Ernestine Neal for their service on the Tourism Development Authority Board, their terms expired April 30, 2018 but were extended by Nash County Board of Commissioners through the May 2018. In addition, Tara Nelson moved from the area and sent a letter to terminate her TDA Board seat. Chairman Davis reminded the Board that this leaves three positions open, two public member positions and a hotelier position. He asked that if anyone had any Board member recommendation to notify him.

Chairman Davis stated that the next TDA meeting will be held in January 2019 to provide the Board midyear updates followed by the May 2019 meeting and that specific dates would be sent out in advance to allow for planning.

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



Donna Wood  
Finance Director