

MINUTES

NASH COUNTY TOURISM DEVELOPMENT AUTHORITY

May 16, 2017

The Nash County Tourism Development Authority met on May 16, 2017 at 2:00 p.m. at Country Inn & Suites in Rocky Mount, N.C. Present were Robbie Davis, Chairman and members Dan Daly, Robert Johnson, Lydia Davis, Bill Lehnes, George Griffin, Faye Beddingfield, Ernestine Neal, Samantha Myszelow, Wayne Murphy, Jerry Patel and Tara Nelson.

Also present were Donna Wood, Nash County Finance Officer and guests Paul Niswonger and Barbara Greene with, Nash Travel and Tourism Council; Derrick Johnson and Julia Congleton-Bryant, with ECSU Down East Viking Football Classic; Amy Beasley – Nashville Blooming Festival, Shelley Gray- Nash Arts, Lynn Brown – Tackle the Tar; Susan Autry – The Dunn Center and Jennifer Harris and Brenda Crocker with the Tar River Choral and Orchestral Society, Inc. (TROC) .

Chairman Davis welcomed all members and guests.

Chairman Davis called the meeting to order then asked for approval of the minutes of the January 17, 2017 meeting. Motion was made by George Griffin seconded by Robert Johnson and duly passed that the minutes of January 17, 2017 be approved.

Chairman Davis then called upon Finance Officer Donna Wood to present the financial information. Projection for 2016-2017 is estimated to increase fund balance by approximately \$210,000 which is primarily due to an increase in occupancy tax collection during FY2017, due to Hurricane Matthew. Also, utility expenditures are down compared to prior year for the lighting interchange due to the credits from the City of Rocky Mount agreement.

Budget Amendment:

Donna Wood presented a budget amendment for approval of \$40,000 related to the Wesleyan College Tennis Project from unfunded appropriations in FY2012 and FY2014. A motion was made by Bill Lehnes to approve the amendment as presented and seconded by Dan Daly, the amendment was duly passed.

Old Business:

The fund balance as of June 30, 2016 was requested. The fund balance for Tourism Development Authority is \$696,422 as of June 30, 2016. The fund balance for Travel and Tourism is \$239,935 as of June 30, 2016.

New Business:

Chairman Davis called upon Finance Officer Donna Wood to present the 2017 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 RFPs for audit services were requested by the County which included audit services for the Tourism Development Authority and the Board selected a new firm. A motion to approve the contract was made by Bill Lehnes seconded by George Griffin and duly passed that the audit contract for FY2017 be approved.

Chairman Davis called the Public Hearing for the Nash County Tourism Development Authority 2017-2018 Budget Presentation to order noting that this meeting had been advertised as required on May 5, 2017 in the Rocky Mount Telegram.

Chairman Davis asked for presenters to make their requests for the 2017-2018 budget.

Chairman Davis called Mrs. Brenda Crocker to present for Tar River Orchestra. Mrs. Crocker introduced the Tar River Orchestra General Manager, Jennifer Harris to present. Ms. Harris reported the benefits to the community and the successes from the FY2017 funding of the concert event and noted that this event brought in musicians and attendees from all over eastern North Carolina. Ms. Harris indicated that FY2018 would be the 31st year for the Tar

River Orchestra and the funding request for FY2018 is for the Crocker Farm Concert. The TROC believe this event will become a yearly regional event drawing people from all over eastern and central North Carolina. The event budget is \$50,000 and Ms. Harris requested \$20,000 from Tourism Development Authority.

Derrick Johnson, Athletic Director from ECSU and Julia Congleton- Bryant were introduced to present the funding request for the ECSU Down East Viking Football Classic. Mr. Johnson indicated that this will be the 20th year of the Football Classic and it will be a three-day event culminating with the Football game which will be against Fayetteville State University. Mr. Johnson indicated that the overall budget is estimated at \$60,000 and they are requesting funding of \$40,000 for FY 2018.

Chairman Davis stated that \$10,000 for the Rocky Mount BBQ Throw Down for FY2016-2017 was funded although the event was not held. No funding was requested for FY 2016-2017.

Jan Mills from the Spring Hope Chamber of Commerce, was introduced to present a funding request for the Spring Hope Pumpkin Festival. Ms. Mills indicated that this would be the 46th year of the Festival and they were changing it to a one-day event but not taking any programs away just moving the street dance to Saturday night. The budget for the event is approximately \$18,000 and the funding request is \$4,000 for the 2017 Spring Hope Pumpkin Festival.

Amy Beasley from the Nashville Chamber was introduced and played a video of the Nashville Blooming Festival. The 2018 Blooming Festival will be the Festivals 22st 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 budget for the event is approximately \$45,000 and the request for funding is \$12,000 for the

Nashville Blooming Festival to help cover costs of relocating some events due to changes from the Courthouse expansion project.

Shelly Gray was introduced to present a funding request for the Nash Arts Council. Ms. Gray requested funding to support the 4th season of the Nashville Showcase series. The Showcase funding is used to support concerts and the related artist contracts. The budget for the showcase is approximately \$15,000 and Ms. Gray requested \$10,000 from the Tourism Development Authority.

Lynn Brown, representative of the City of Rocky Mount Rotary Club was introduced to present a request for the Tackle the Tar Event for 2018. Ms. Brown noted the successes of the event in the prior year and indicated that the 2017 event will be a three-day event with the Big Event on May 20th which is still continuing to grow with approximately 477 runners signed up to participate in the event at the current time. 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. The event budget is approximately \$38,000 and the request for funding is \$10,000.

Susan Autry, representative from The Dunn Center was introduced to present the request for The Dunn Center. Ms. Autry indicated that this will be the 21st year of the Dunn Center. She discussed the many events held at the Dunn Center. Ms. Dunn presented a list of the 11 Season Series indicating that the budget is approximately \$60,000 and requested funding from Tourism Development Authority of \$10,000 help sponsor this Series.

Paul Niswonger and Barbara Greene, from Travel and Tourism were introduced to present the request for Travel and Tourism Council's budget request of \$493,000 funding for FY 2017-2018. 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 moving expenses and marketing.

Chairman Davis presented an email he received from Dr. Clark, President of NC Wesleyan College, requesting \$10,000 to help promote the Wesleyan vs. Averett homecoming football game which will be held September 30th at the Rocky Mount Sports Complex. This funding will be used to promote the game via newspaper, radio and billboards. Additional funding will be used for hospitality tents and free tickets.

Chairman Davis requested additional comments regarding budget items for FY2017-2018. Robert Johnson suggested that in the future all funding requests should be in writing and on a standard form for the Board to have available. Chairman Davis agreed this would be a good idea. Chairman Davis then closed the Public Hearing.

Budget Work Session:

Chairman Davis began the budget work sessions by noting that the items in the Recommended Column on the FY 2017-2018 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 2017-2018 increase to \$801,500 based on current year trending as projected by Donna Wood.

Chairman Davis suggested going through the appropriation requests individually. The following items were discussed and approved unanimously by a show of hands:

1. TROC requested \$20,000
2. Downeast Football Classic requested \$40,000
3. Nash Travel and Tourism requested \$493,000
4. Spring Hope Pumpkin Festival requested \$4,000
5. Nashville Blooming Festival requested \$12,000
6. Nash Arts Council requested \$10,000
7. Tackle the Tar – \$10,000
8. The Dunn Center requested - \$10,000
9. Wesleyan College Homecoming Event requested - \$10,000

The following items were considered based on the FY17-18 Recommendation and review by Chairman Davis

10. Professional fees \$5,700
11. Director Fees/Supplies/Advertising \$1,250
12. Business Development Coordinator \$30,500
13. Contributions by Chairman \$1,000
14. Contributions by Email Vote \$10,000
15. Economic Development \$75,000
16. Winstead Avenue Lighting Exchange \$6,000
17. Other Utilities – Lighting interchanges \$40,000
18. Town of Nashville 58/64 Lighting interchange \$7,200
19. Fund Balance Reserve \$15,350 (to balance)

In consideration of the adoption of the FY2017-2018 TDA Budget as discussed, Chairman Davis reported the proposed 2017-2018 TDA Recommended budget totaled \$801,500 which includes funding requests as noted above and a reserve of \$15,350. A motion was made by Faye Beddingfield, seconded by Robert Johnson. The motion passed unanimously for the Adoption of the FY 2017-2018 TDA Budget.

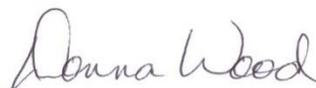
Chairman Report:

Chairman Davis updated the Board on the Goldrock area.

Chairman Davis notified the Board that he had met with Michael Goodman and thanked him for the promotion of the Rocky Mount Mill area.

Chairman Davis stated that the next TDA meeting will be held in January 2018 to provide the Board midyear updates followed by the May 2018 meeting and that specific dates would be sent out in advance to allow for planning.

There being no further business the Chairman adjourned meeting.



Donna Wood
Finance Director