

MINUTES
NASH COUNTY TOURISM DEVELOPMENT AUTHORITY
February 2, 2021

The Nash County Tourism Development Authority met February 2, 2021 at 2:00 p.m. at the Nash County Claude Mayo Administrative Building in Nashville, NC. Present were Robbie Davis, Chairman and members Judy Winstead, Kay Mitchell, Dan Daly, Retho Williams, George Griffin, Lisa Ferguson, and Wayne Murphy.

Also present were Donna Wood, Nash County Finance Officer, Mary Edwards, Nash County Finance Technician, and guests Susan Phelps, Nash County Retail Developer, Barbara Green, Travel and Tourism Director, and Shelia Martin, Travel and Tourism Board Chair.

Chairman Davis welcomed all members and guests.

Chairman Davis called the meeting to order and asked for approval of the minutes of the June 2, 2020 meeting. Motion was made by Wayne Murphy, seconded by Kay Mitchell and duly passed that the minutes of June 2, 2021 be approved.

Chairman Davis then called Finance Officer Donna Wood to review the June 30, 2020 Audit Report prepared by Thompson, Price, Scott, Adams & Co, P.A. out of Whiteville, NC. Ms. Wood informed the board that TDA received a CLEAN AUDIT opinion for Fiscal Year 2020 and net position decreased by \$22,627. The Fund Balance as of June 30, 2020 is \$1,195,908. Restricted fund balance as of June 30, 2020 represents 123% of total General Fund expenditures compared to prior year of 137%.

Chairman Davis asked the Board to accept the audit as presented. A motion for acceptance of the June 30, 2020 audit was made by Wayne Murphy, seconded by Dan Daly and duly accepted.

Chairman Davis then called upon Finance Officer Donna Wood to present the financial information. TDA occupancy tax collections from July through November 2020 totaled \$382,101.04 compared to \$463,741.75 from July through November 2019. This is a decrease of approximately 17.60% from prior year which is due to the Coronavirus Pandemic and the travel restrictions.

Ms. Wood gave an update on the Fiscal Year 2021 Outside Agency funding distributions. Both Nash Arts and the Dunn Center were funded but have not held events due to the Coronavirus Pandemic. If the events do not occur, the funding from Fiscal Year 2021 will roll to Fiscal Year 2022.

Old Business:

1. City of Rocky Mount 2 cent Occupancy Tax Update- TDA Board must approve use.
 - Nash County is currently funding 1% of the collections with the remaining 1% held in reserve until the City of Rocky Mount Mayor presents a Tourist Promotion request to the TDA Board.

New Business:

1. Travel and Tourism – COVID19 Initiative Update-See attached documents. Presentation provided by Barbara Green on TDA's responsive marketing projects which reach guests to plan their visits safely during the pandemic while showcasing the local business, attractions, and events.
2. Business Recruitment update for Nash County-See attached document provided by Susan Phelps
3. Chairman Davis requested comments regarding Travel and Tourism adding a Rocky Mount Chamber member as a voting member. The Board Members present unanimously agreed that it should be all Chambers adding a voting member or none.

Other Discussion:

1. Finance Officer, Donna Wood, announced FY2022 Funding Applications would be sent out mid-February/return mid-April in preparation for the May meeting. If anyone is aware of a tourist related organization interested in applying for funding for FY2022 to please inform her or Mary Edwards so a copy of the application may be forwarded to them.
2. The next TDA meeting will be held on May 11, 2021 with the location to be announced closer to the meeting date.

There being no other business, Chairman Davis called for a motion to adjourn. Lisa Ferguson made a motion, seconded by Retho Williams. The meeting was adjourned by approval of the board.

Mary Edwards
Finance Technician