

MINUTES
NASH COUNTY TOURISM DEVELOPMENT AUTHORITY
May 11, 2021

The Nash County Tourism Development Authority met on May 11, 2021 at 2:00 p.m. at the Nash County Claude Mayo Administrative Building. Present were Robbie Davis, Chairman and members Mark Cone, Dan Daly, Lisa Ferguson, George Griffin, Kay Mitchell, Wayne Murphy, Brittany Parker, Retho Williams, and Judy Winstead.

Also present were Donna Wood, Nash County Finance Officer; Mary Edwards, Nash County Finance Technician; and guests Tammy Bissette with Bailey Chamber of Commerce; George Bright and Ernest Neal with Elizabeth City State University; Shelly Gray with Nash County Arts Council; Andy Hagy, Nash County Economic Development Director; Thomas Gillespie, Nash County Parks and Recreation Director; and Russell Proctor, Keith Ballentine, and Barbara Green with Nash County Travel and Tourism Council. Chairman Davis welcomed all members and guests.

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

Chairman Davis then called upon Finance Officer, Donna Wood, to present the financial information. Ms. Wood indicated that comparing FY2020-2021 July through April to the prior year same time period, occupancy tax collections are down approximately 9.69% overall. The decrease is due to the Coronavirus Pandemic and the travel restrictions. With these decreases and the possibility of restrictions continuing, year-end change in net position projection for 2020-2021 is difficult to predict. Ms. Wood indicated that the decrease in occupancy tax collections would have an impact on revenue projections budgeting for FY2021-2022.

Old Business:

1. Business Recruitment Update was given by Nash County Economic Development Director, Andy Hagy. (Ms. Phelps is currently out of the office on maternity leave.) Mr. Hagy stated the current week is National Economic Development Week and business recruitment has been working with approximately twenty active projects. Nash County Economic Development works with WRAL for marketing campaigns. Over the past year, WRAL's articles posted the first week of the month and have spotlighted Nash County's growth and economic development strategic plan. The upcoming articles will spotlight areas including food processing and production; agriculture, aviation and aerospace; and workforce development and training.

2. 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.
- The amount held in reserve as of April 30, 2021 is \$601,965
- The current 1% funding supports the remaining debt on the Imperial Center.

3. TDA Board Member Update:

Two Collector Member Positions to be filled– One collector position is vacant and Jerry Patel's Collector's term has expired but he will continue serving on the Board until his position is filled. Chairman Davis asked the Board members to let him know if they had any recommendations for potential board members.

New Business:

1. Approval of the FY2020/2021 Audit Contract:

Chairman Davis called upon Finance Officer Donna Wood to present the 2021 Audit Contract from Thompson, Price Scott, Adams & Co, P.A. for consideration of approval. Ms. Wood stated that the total contract cost is \$5,250 a \$500 increase from FY2020. Ms. Wood noted that this was the fifth year with this firm. A motion to approve the contract was made by Kay Mitchell, seconded by Dan Daly, and duly passed that the audit contract for FY2020/2021 be approved.

2. FY2020-2021 Funding Request – Tammy Bisette with Bailey Chamber of Commerce- Presented a Special Funding Request of \$5,000 for the 1st Annual Summer Street Party and Wing Cook Off to be held May 15, 2021. Chairman Robbie Davis informed Ms. Bisette that it is unusual for a request for the majority of the cost of an event to be funded since the normal request at most is one half of the cost. Kay Mitchell suggested that since the Bailey Chamber was unaware of TDA's Funding Applications and has never prior received funding that the general policy to be waived in their case. In response to Retho Williams's inquiry of who would fund the event if TDA did not, Ms. Bisette stated that their Chamber would fund it since the local businesses have not been asked to contribute monetarily due to the impact Covid-19 Pandemic has had on their businesses. A motion to approve the funding and increase the budget request was made by Mark Cone, seconded by Kay Mitchell, and duly passed that Bailey Chamber of Commerce's FY2020-2021 Funding Application be approved with funding available in the FY20-21 budget from Special Contributions by Board Vote.

3. FY2021-2022 Budget Public Hearing and Budget Request Presentations:

Chairman Davis announced that due to the cancellation of several events that were funded in FY2019-2020 from TDA funds and remained cancelled in FY2020-2021, there were several organizations that still would not be presenting that have presented funding requests in prior years. As TDA has done in the past, if an organization had to cancel an event that was funded with TDA allocation, TDA has requested the organizations to rollover the funds received to be used for the event the following year instead of returning the funds to the TDA Board. The organizations/events this effected were the Nashville Blooming Festival, Tackle the Tar and Rocky Mount Mills concert series.

Chairman Davis called for a Public Hearing for the Nash County Tourism Development Authority FY2021-2022 Budget Presentations. On a motion by Wayne Murphy, seconded by Retho Williams and duly passed that the Board go into a public hearing.

Public Hearing:

Chairman Davis asked for presenters to make their comments for the FY2021-2022 budget.

Referring to the Funding Applications, Chairman Davis called the following representatives to present their budget funding requests presentations for FY2021-2022:

- Shelly Gray - \$10,000 for Nash County Arts Council – Nashville Showcase Series.
- George Bright and Ernest Neal - \$40,000.00 for Elizabeth City State University – Down East Viking Football Classic.
- Tammy Bisette - \$5,000 Bailey Chamber – 2ND Annual Summer Street Party and Wing Cook Off.
- Thomas Gillespie - \$7,500 Nash County Park & Rec – Top Gun Sports Summer & Winter Southeastern. (Chairman Davis announced that he would be excusing himself from voting and consideration for these events).
- Barbara Green - \$600,000 Travel and Tourism.

In addition to the presenters, the Tar River Orchestra, Spring Hope Chamber – Pumpkin Festival and the NCWC Indoor Facility (approved 3rd of 5th funding) have continuation budget funding requests for the FY2021-2022 budget in the following amounts:

- Tar River Orchestra - \$20,000 due to COVID-19 cancellation event not held or funded in FY2020-2021
- Spring Hope Pumpkin Festival - \$15,000 due to COVID-19 cancellation event not held or funded in FY2020-2021
- NCWC Indoor Facility - \$65,000 from 5-year funding agreement.

Chairman Davis requested additional comments regarding budget items for FY2021-2022 or questions for the presenters. No additional comments were noted.

Chairman Davis then called for a motion to close the public hearing. A motion was made by Lisa Ferguson, seconded by George Griffin, 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 FY2021-2022 TDA Budget form were to be considered only as a starting point for discussion of all of the requested items.

Ms. Wood noted that the recommended occupancy tax revenue for fiscal year FY2021-2022 was \$900,000. Based on the unknown of the travel effects from the Coronavirus Pandemic. The Board agreed to move forward with the conservative recommendation of \$900,000 based on the most recent collection trend.

Chairman Davis suggested for the expenditures for funding outside appropriation requests, to go through them individually.

1. \$10,000 for Nash County Arts Council - proposed as requested approved as requested
2. \$40,000.00 for Elizabeth City State University 2021 Down East Viking Football Classic– proposed as requested approved as requested
3. \$5,000 Bailey Chamber – proposed as requested approved as requested
4. \$7,500 Nash County Park & Rec – Top Gun Sports Summer & Winter Southeastern - proposed as requested approved as requested
5. \$600,000 Travel and Tourism - proposed as requested approved as requested

The Budget Funding Requests – Continuations

6. \$20,000 Tar River Orchestra – Rollover (Approved for FY2020-2021)
7. \$15,000 Spring Hope Chamber – Pumpkin Festival – Rollover (Approved for FY2020-2021)
8. \$65,000 NCWC – Indoor Facility (Approved 3rd of 5th year funding)

All continuations proposed for FY21-22 were approved as requested

The outside agency requests and continuation requests were discussed and approved by a show of hands with individual motions, seconds and majority votes.

In addition, the following items were considered for the FY2021-2022 Budget based on the amount as presented on the recommendations:

9. Professional fees \$6,000
10. Director Fees/Supplies/Advertising \$1,250

11. Business Development Coordinator \$46,000
12. Contributions by Chairman \$1,000
13. Special Contributions by Board (email) Vote \$10,000
14. Economic Development \$75,000
15. Lighting interchanges \$40,000

In consideration of the adoption of the FY2021-2022 TDA Budget, Chairman Davis reported the proposed FY2021-2022 TDA Recommended budget as discussed is \$941,750 which includes estimated investment earnings of \$500 and a fund balance appropriation to balance the budget of \$41,250. A motion was made by Mark Cone, seconded by George Griffin. The motion passed unanimously for the Adoption of the FY2021-2022 TDA Budget.

Other Discussion:

The Board made a commitment to review the success of ECSU's 2021 Viking Classic and the contribution that it makes toward Nash County for consideration of significant funding in the future.

Chairman Report:

Chairman Davis stated that the next TDA meeting will be held January 11, 2022 with the location to be announced closer to the meeting date.

There being no further business the Chairman called for a motion to adjourn. Lisa Fergeson made a motion, second by Mark Cone. The meeting was adjourned by approval of the board.

Mary Edwards
Finance Technician