

MINUTES

NASH COUNTY TOURISM DEVELOPMENT AUTHORITY

May 10, 2022

The Nash County Tourism Development Authority met on May 10, 2022 at 2:00 p.m. at the Nash County Claude Mayo Administrative Building. Present were Robbie Davis, Chairman and members Judy Winstead, Kay Mitchell, Michael Wise, Retho Williams, George Griffin, Lisa Ferguson, Mark Cone, Brittany Parker, 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 Economic Developer; Russell Proctor, Keith Ballentine, and Barbara Green with Nash County Travel and Tourism Council; Tammy Bissette with Bailey Chamber of Commerce; Thomas Gillespie, Nash County Parks and Recreation Director; Maurine Brown, Nash County Cooperative Extension Market Manager; Sandy Hall, Nash County Cooperative Director; Shelly Gray with Nash County Arts Council; James DuBose with Elizabeth City State University; Jean Bailey, Jennifer Harris, and Dr. Dan Crocker with Tar River Orchestra; Julie Baggett with Rocky Mount Mills; Amy Beasley with Nashville Chamber of Commerce; Claris Bissette with Spring Hope Area Chamber of Commerce; Lyn Brown and Anthony Engrassia with Rocky Mount Rotary; Shelia Martin with The Dunn Center; Chief Mike Collins with Middlesex Police Department; Koy Worrell and Ashley Hamlet with Town of Nashville PRCR; Kenneth Mullen with City of Refuge Foundation, Inc.; JoDell Richardson and Cynthia Crumel with Faith Christian Ministries. Chairman Davis welcomed all members and guests and introduced Michael Wise as the newest board member. The TDA Board Member update revealed that all fifteen positions are filled.

Chairman Davis called the meeting to order and asked for approval of the minutes of the January 11, 2022 meeting. Motion was made by Wayne Murphy, seconded by Retho Williams, and duly passed that the minutes of January 11, 2022 be approved.

Business Recruitment update was presented by Susan Phelps, Nash County Retail Economic Developer.

Chairman Davis called upon Finance Officer Donna Wood to present the 2022 Audit Contract from Thompson, Price Scott, Adams & Co, P.A. for consideration of approval. Ms. Wood stated that the contract cost for the audit services and preparation of the annual financial statements is \$5,500. Ms. Wood noted that this was the sixth year for this firm and the contract price increased \$250 from FY2021. A motion to approve the contract was made by Lisa Ferguson, seconded by Wayne Murphy, and duly passed that the audit contract for FY2021/2022 be approved.

Chairman Davis then called upon Finance Officer, Donna Wood, to present the financial information. Ms. Wood indicated the YTD Budget Report presented is for the period July 1, 2021 through April 3, 2022 and when comparing FY2021-2022 July through March to the prior year same time period, occupancy tax collections have increased approximately 38.20%. Based on the collections to date, the annualized collections are approximately \$1,225,000 which is about 36% higher than budgeted. Utility expenditures include charges from July through March for the four interchanges and annualized, these expenditures are projected to be approximately \$24,000. Noting, the utility budget includes expenditures for the interchange in at Hwy 58 and US 64 in Nashville based on a service agreement, however to date these are not charged to Tourism Development Authority or Town of Nashville. Ms. Wood further stated that all funding allocations had been distributed to the Outside Agencies with the exception of the \$20,000 for Tar River Orchestra which was due to event cancellations caused by COVID. Finalizing, she reported that based on current projections, potential net increase of approximately \$329,760 is anticipated for FY2022.

Ms. Wood presented the FY2023 Working Budget based on outside agency requests. Chairman Davis called for a Public Hearing for the Nash County Tourism Development Authority FY2022-2023 Budget Presentations. On a motion by Mark Cone, seconded by George Griffin and duly passed that the Board go into a public hearing.

Public Hearing:

Chairman Davis asked for presenters to make their comments for the FY2022-2023 budget.

Referring to the Funding Applications, Chairman Davis called the following representatives to present their budget funding requests presentations for FY2022-2023:

- Tammy Bisette - \$5,000 Bailey Chamber of Commerce – 2ND Annual Sweet Potato Festival.
- Thomas Gillespie - \$9,000 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).
- Marurine Brown - \$4,000 Nash County Farmers Market – Visit NC Farms
- Shelly Gray - \$10,000 Nash County Arts Council – Nashville Showcase Series
- James DuBose - \$60,000 for ECSU – Down East Football Classic
- Jean Bailey, Jennifer Harris, Dr Dan Crocker - \$25,000 Tar River Orchestra-Fund Raising Concert and re-appropriate the unfunded FY21-22 \$20,000 appropriation
- Julie Baggett - \$15,000 Rocky Mount Mills Community Events
- Amy Beasley - \$30,000 Nashville Chamber of Commerce - Blooming Festival
- Claris Bisette - \$25,000 Spring Hope Chamber of Commerce - Pumpkin Festival
- Lyn Brown - \$15,000 Rocky Mount Rotary - Tackle the Tar-5K Obstacle Course & Mud Run
- Shelia Martin - \$20,000 Dunn Center - Dance Marketing
- Chief Mike Collins - \$5,000 Middlesex Police Department – 2022 National Night Out
- Koy Worrell - \$10,500 Town of Nashville – Nashville Travelers Dog Park
- Kenneth Mullen - \$40,000 City of Refuge Foundation Inc – Mission Field Park
- JoDell Richardson and Cynthia Crumel - \$6,500 Faith Christian Ministries – Warrior Run 5K Obstacle Course and Summer Fest
- JoDell Richardson and Cynthia Crumel - \$3,500 Faith Christian Ministries – Pig at the Depo-BBQ Festival and Cornhole Tournament
- Russell Proctor - \$657,863 Travel & Tourism

In addition to the presenters, Wesleyan College (now Wesleyan University) - \$65,000 (4th of 5th year funding agreement for the Indoor Tennis Facility)

Chairman Davis requested additional comments regarding budget items for FY2022-2023 or questions for the presenters.

Chairman Davis then called for a motion to close the public hearing. A motion was made Kay Mitchell seconded by Lisa Ferguson, and duly passed that the public hearing was closed. Chairman Davis thanked the guests for attending. The Board took a short recess.

Budget Work Session:

Chairman Davis began the budget work session by opening discussion noting that the items in the Recommended Column on the FY2022-2023 Working Budget Document were to be considered only as a starting point for discussion of all of the requested items. Chairman Davis suggested for the expenditures for funding outside appropriation requests, to go through them individually.

- \$5,000 for Bailey Chamber of Commerce proposed as requested approved as requested
- \$9,000 Nash County Park & Rec – proposed as requested approved as requested
- \$4,000 Nash County Farmers Market – proposed as requested approved as requested
- \$10,000 Nash County Arts Council – proposed as requested approved as requested
- \$60,000 for ECSU – approved in the amount of \$40,000
- \$25,000 Tar River Orchestra-Fund Raising Concert – approved as \$25,000 and the request to re-appropriate the unfunded FY21-22 appropriation of \$20,000 was not approved as this is not a practice of Authority.
- \$15,000 Rocky Mount Mills Community Events- proposed as requested approved as requested
- \$30,000 Nashville Chamber of Commerce - proposed as requested approved as requested

- \$25,000 Spring Hope Chamber of Commerce - proposed as requested approved as requested
- \$15,000 Rocky Mount Rotary - proposed as requested approved as requested
- \$20,000 Dunn Center - proposed as requested approved as requested
- \$5,000 Middlesex Police Department – proposed as requested approved as requested
- \$10,500 Town of Nashville – approved \$7,500
- \$40,000 City of Refuge Foundation Inc – not approved
- \$6,500 Faith Christian Ministries – Warrior Run 5K Obstacle Course and Summer Fest – not approved as it was not accessible for a diverse group of citizens
- \$3,500 Faith Christian Ministries – Pig at the Depo-BBQ Festival and Cornhole Tournament - proposed as requested approved as requested
- \$657,863 Travel & Tourism - proposed as requested approved as requested
- \$65,000 NCWC – Indoor Facility (Approved 4th of 5th year funding)

In addition, the following items were considered for the FY2022-2023 Budget based on the amount as presented on the recommendations:

1. Retail Developer \$46,000
2. Eco Dev Support \$75,000
3. Professional fees \$6,000
4. Administrative costs \$1,250
5. Utilities \$32,200
6. Special Events \$10,000
7. Contributions \$1,000

In consideration of the adoption of the FY2022-2023 TDA Budget, Chairman Davis reported the proposed FY2022-2023 TDA Recommended budget as revised is \$1,100,000 which includes estimated investment earnings of \$550 and a fund balance appropriation to balance the budget of \$7,763. A motion was made by Lisa Ferguson, seconded by George Griffin. The motion passed unanimously for the Adoption of the FY2022-2023 TDA Budget.

Other Discussion:

Ms. Donna Wood will mail funding acceptance and denial letters to the outside agencies based on the FY2022-2023 adopted budget.

The Board agreed that the denial letter to City of Refuge Foundation Inc would include an explanation indicating that the denial is not a reflection on the value of their project, but that the Board would like to see that the Foundation secure their majority of the funding prior to making a grant commitment. In addition, discuss for a tax funded project, keep in mind inclusive and non-discriminatory practices and be conscious of the decisions to include religious elements in the project. As the project moves forward, the Board would like the opportunity to hear back from the Foundation.

Chairman Report:

Chairman Davis stated that the next TDA meeting will be held January 10, 2023 with the location to be announced closer to the meeting date.

There being no further business the Chairman called for a motion to adjourn. Wayne Murphy made a motion, second by Judy Winstead. The meeting was adjourned by approval of the board.

Mary Edwards

Finance Technician