

MINUTES
NASH COUNTY TOURISM DEVELOPMENT AUTHORITY
January 10, 2023

The Nash County Tourism Development Authority met January 10, 2023 at 2:00 p.m. at the Nash County Administrative Building in Nashville, NC. Present were Robbie Davis, Chairman, and members Judy Winstead, Kay Mitchell, Michael Wise, Retho Williams, George Griffin, Lisa Ferguson, and Wayne Murphy.

Also present were Donna Wood, Nash County Finance Director; Mary Edwards, Nash County Finance Technician; guest Susan Phelps, Nash County Economic Developer Manager, and Barbara Green, Travel and Tourism Director.

Chairman Davis welcomed all members and guests.

Chairman Davis called the meeting to order and asked for approval of the minutes of the May 10, 2022 meeting. Motion was made by Wayne Murphy, seconded by Retho Williams and duly passed for approval.

Chairman Davis then called upon Donna Wood, to review the June 30, 2022 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 2022 and net position increased by \$386,932. The Fund Balance as of June 30, 2022 is \$1,793,917. Unrestricted Fund Balance as of June 30, 2022 represents 190.55% of total General Fund expenditures compared to prior year of 167.73%.

Chairman Davis asked the Board to accept the audit as presented. A motion for acceptance of the June 30, 2022 audit was made by Wayne Murphy, seconded by Lisa Ferguson and duly passed for acceptance.

Chairman Davis again called upon Donna Wood, to present the financial information. Ms. Wood stated the TDA occupancy tax collections from July through November 2022 totaled \$553,441.86 compared to \$523,718.62 from July through November 2021. This is an increase of approximately 5.68% from prior year. All transient occupancy tax collections are current through November 2022.

Ms. Wood reported funding distributions have been sent to the following agencies: Spring Hope \$25,000; ECSU-Viking Classic \$40,000; Rocky Mount Mills \$15,000.00; Nash Arts \$10,000; Tar River Orchestra \$25,000; The Dunn Center \$20,000; Top Gun Softball Summer World Series \$6,000; Farmers Market Visit NC Farms \$4,000; Middlesex Police Dept 2National Night Out \$5,000; Faith Christian Ministries Pig at the Depo-BBQ Festival and Cornhole Tournament \$3,500; and the Town of Nashville's Nashville Dog Park \$7,500.

Ms. Wood announced that FY2024 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 event/organization interested in applying for funding for FY2024 notify her or Mary Edwards so a copy of the application may be forwarded to them.

Chairman Davis called upon Barbara Green to provide an update of Travel & Tourism activity. Ms. Green gave an update of current promotional activity including a sneak peek to a new campaign starting February 14th.

Chairman Davis called upon Susan Phelps to present a business recruitment update for Nash County.

Old Business:

Chairman Davis reviewed the City of Rocky Mount Occupancy tax distributions currently approved.

Nash County is currently funding 1% of the collections quarterly with the remaining 1% held in reserve until the City of Rocky Mount Mayor presents a Tourism Promotion request to the TDA Board for approval for use of funds.

Ms. Wood was called upon to update the board of the amount held in reserve for the City of Rocky Mount. She stated the amount held in reserve as of January 1, 2022 was \$1,249,701.

New Business:

Chairman Davis indicated that he will begin searching for replacements for Mark Cone who resigned in December 2022 and Brittany Parker who now works in Pitt County. He asked the Board to notify him if they are aware of persons interested in serving on the Board.

Other Discussion:

The next TDA meeting will be held on May 9, at 2:00 p.m. at the Nash County Administrative Building in Nashville, NC.

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 II