



Thomasville Tourism Commission Minutes
Tuesday August 23rd, 2022 8:30am
Ball Park Community Center
7003 Ballpark Road, Thomasville, NC

In Attendance: Leslie Watts, Gloria Brinkley, Tommy Ballard, Tim Simpson, Payton Williams, Cameron Marsden

did not meet quorum – informational meeting

Call to Order – Tim 8:40

Adopt Agenda – Tim (no vote)

Public Comments (no comments)

Approve Previous Minutes (no vote)

Approve Financials (move vote to next meeting) – Tommy: Total revenue for 2021-2022 was \$212,000. June 30th, healthy account balances – hotel efforts and support of Hughes Park paying off, \$12,000 in advertising this year, lots of expenditures in the month of July because of things pushed from June (last year), subscriptions and dues and billboard. Next month there will be charges for the visitors guide (designer, printing and postage) estimated \$15,000. Comparison of past year; \$34,000 saved in 2020-2021, prior year was over \$50,000 saved.

Director and Marketing Report (5 Minutes) – Cameron

- Cameron noted the year over year increase in occupancy tax revenue. \$67,548 in 2011-2012 with major increases in the last two years
- Tourism sponsoring coffee connection August 25th 8:30AM at the Women's Club
- Kiosk for Hughes Park is still at Triad PC Repair
- Bicentennial event is November 12th at the Fairgrounds
- Cameron encouraged board to check out the bicentennial page for information
- Thomasville Bicentennial tour sis Saturday, October 15th and Cameron will be hosting part of the tour (Depot, statue, Bandstand, Chair)
- There is a cycling event for the Bicentennial on Saturday November 12th and Cameron will host a stop on the tour at the depot
- Cameron reviewed the Sunset Sounds event Tourism hosted with Arts Davidson Count and Parks and Recreation
- Coordinated town table partners through the end of the year
- Worked with Jackie at Mikes Trains to organize Train Expo in February

- Met with Cory Tobin, Parks and rec and discussed and brainstormed on possible event collaborations and worked through special even permit process
- Cameron has communicated with Auditors and tommy to submit documents needed – official audit is Aug 31
- Cameron has been managing a staff injury and workman’s comp issues with help from Michael and Alisa from the city.

Everybody’s Night Update (10 Minutes) – Dana and Cameron

- Need MC (discuss)
- Review new serving guidelines
- Next meeting September 13th 9:00 at the Depot

Christmas Parade (5 Minutes) – Cameron

- Next meeting September 15th at 2:00 at Parks and Rec Main Office
- Cameron has secured a sponsorship from Old Dominion for \$1,000 and a sponsorship from Cookout for \$2,000 – this will allow her to add on extras to the parade.

Adjournment 9:45AM