



Thomasville Tourism Commission Agenda
Tuesday October 25th, 2022 8:30am
Ball Park Community Center
7003 Ballpark Road, Thomasville, NC

In attendance: Tammy Joyce, Cameron Marsden, Payton Williams, Tommy Ballard, Gloria Brinkley, Leslie Watts, Tim Simpson

Absent: JJ Ring, Andrew Clement, Dana Lomba

Call to Order – Christy @ 8:44AM

Adopt Agenda – 1st – Tommy 2nd - Gloria

Public Comments – Tammy Joyce Grant opportunities for street scaping and facades

Audit Presentation – Jill Vang with Martin Starnes via zoom – no deficiencies, Shout out to Cameron/staff for being so helpful

Approve Previous Minutes – 1st Tommy, 2nd Tim

Approve Financials (5 Minutes) – 2021 revenue is greater than \$200,00 so we have to fill out a 990. We will receive occupancy tax revenue from city in November.

ARPA funding brainstorming session – Payton/Cameron – Advertising = economic development. Restore the caboose. Update murals, streetscaping.

Director and Marketing Report - Cameron reported on a new venue, Scream Dreams. Distribution of Visitors Guides is going well. She presented on tourism to Lexington Kiwanis Club as well as Thomasville Rotary Club. Completed insurance audit.

Christmas Parade (5 Minutes) – Cameron

- Next meeting Novemeber10th at 2:00 at Parks and Rec Main Office

Annual document update – All board members required to sign yearly according to 990.

Goal Setting - SWOT analysis leading to good brainstorming and discussion. Will continue at next meeting to work on Mission, Vision, and goal setting.

Tim made a motion to go into Closed Session, Tommy seconded

Closed Session – no action was taken

Tim made a motion to go out of closed session, Tommy seconded

Adjournment