



Thomasville Tourism Commission Minutes  
Tuesday September 27th, 2022 8:30am  
Ball Park Community Center  
7003 Ballpark Road, Thomasville, NC

In Attendance: Tammy Joyce, JJ Ring, Leslie Watts, Tim Simpson, Gloria Brinkley, Cameron Marsden, Christy Jones, Dana Lomba, Tommy Ballard, Payton Williams, Andrew Clement, Eddie Bowling

Call to Order – Christy 8:38am

Adopt Agenda – Motion Andrew, Tim 2nd Approved

Public Comments- Tammy Joyce introduced herself as the new Director of Downtown Economic Development. Eddie spoke to us about the position that Tammy is doing and all the grants for Thomasville that she will be working on.

Approve Previous Minutes – Motion Tommy JJ 2<sup>nd</sup> Approved

Approve Financials for June and August – Motion Tim, Payton 2<sup>nd</sup> Approved

Tommy: Total revenue for 2021-2022 was \$212,000. June 30<sup>th</sup>, 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 visitor's 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.

Tommy: 60420.03 was for the April, May and June 2022 fiscal year, Sharon out with workman's comp and Donna Orman helping with bookkeeping so the salary's will be off this year. Audit update: everything is finished, and everything is 100% good. \$189,699 total for this year.

Director and Marketing

- Cameron noted the year over year increase in occupancy tax revenue. \$67,548 in 2011-2012 with major increases in the last two years
- Stephanie Gloor- resigned 8/29/22
- Sharon is on workman's comp until she is cleared by Dr.
- Donna Orman helping with bookkeeping until Sharon returns
- EBN was a good time and we made about the same as year, Sponsors doubled 2022 and vendors were down, beer and wine about the same.

- Old North State Candy reported that compared to the previous 4 Fridays and EBN sales were up by 350%.
- JJ's Side Street Deli reported that sales were up 50% as well on EBN.
- Towns tables is full until February 2023!
- Kiosk for Hughes Park is still at Triad PC Repair working on making sure that the software has the firewalls needed to protect us and the kiosk
- Bicentennial event is November 12<sup>th</sup> at the Fairgrounds
- There is a cycling event for the Bicentennial on Saturday November 12<sup>th</sup> and Cameron will host a stop on the tour at the depot maybe handing out pickle juice at the depot
- Worked with Jackie at Mikes Trains to organize Train Expo on February 11<sup>th</sup> 2023 at Memorial United Methodist, Tourism to pay for the marketing possibly for the heads & beds

#### Christmas Parade

- Next meeting November 10th 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
- All professional floats are rented
- All Volunteers to meet at the police dept at 9am, line up starts at 10am, and parade starts at 11am
- With sponsors money we reserved stilt walker and other things for the crowd to enjoy!

Closed Session – Motion Tim, Payton 2<sup>nd</sup> Approved

Come out of Closed Session – Motion Tim, JJ 2<sup>nd</sup> Approved

Payroll for Cameron is \$55,000.00 to \$56,650.00 which is a 3% increase  
6 months Board will review and see about the other 3% in her increase.

Adjournment 9:43am – Motion Tommy, Tim 2<sup>nd</sup>