



Thomasville Tourism Commission Minutes
Tuesday January 24th, 2023, 8:30AM – 10:00AM
Ball Park Community Center
7003 Ballpark Road, Thomasville, NC

Call to Order – Christy

Attended- Andrew, Dana, Leslie, Gloria, Tommy, Cameron, Christy, JJ, Ed
Not in attendance -Peyton, Tim,

Adopt Agenda – Christy
1st Andrew, 2nd Dana

Public Comments (2 Minutes) None

Approve Previous Minutes – (2 Minutes) – Christy
1st JJ, 2nd Dana

Approve Financials and review budget YTD (5 Minutes) – Tommy
1st JJ, 2nd Leslie

- Largest collection that we have every had \$59246.47
- Over budget on a few items, but have not overspent (advertising, contract labor)
- Some larger items this year, Kiosk at Hughes Park, ITI digital Calendar, monthly billboard space.

Director and Marketing Report (10 Minutes) – Cameron
Christmas Parade wrap up

- Overall super positive feedback
- Discussed suggestions for next year – Director noted

Train Event – Saturday Feb 11th 9:00 – 5:00

- Draws in out of town visitors
- Cameron soliciting sponsors – has added free facepainting and wants to possible add train ride if we can get more sponsors.
- Opportunity for Board engagement - Friday Feb 10th from 2:00 – 6:00 help unload
- Staff is collaborating with businesses in the city to create gift bags for the first 100 attendees. Seeking donations

10% off Thomasville Day – February 25th

- Will have free facepainting in the Depot
- Working with the Chamber and trying to get more businesses involved – could use Board assistance

Possible project from the Mayor

Band that plays Bluegrass – Quilts of Valor presentation

Other ideas

- The Dryers Singers? – famous from the Voice – summer concert?

Fundraiser Steve for Huntington Disease

- Talked to JJ
- Car show?
- Concert/Non profit

Proposal for discussion – Cameron for Tammy Joyce

- Street Scaping for Downtown - \$25,000.00 needed for the proposal
- General discussion is in favor
- The board requests more information from Tammy

Goal Setting (20 Minutes) – Christy

- Rail Car Proposal 52,656.33 for a proposed scope of work - Asking the city for ARAP funding for this.
- Discussion on doing parts of the project vs all of it -

Kiosk

- The kiosk at Hughes Park seems to show successful numbers through website visit metrics
- Discussion on adding another one, this time at Finch Field

Andrew made a motion to add a kiosk to Finch Field Leslie 2nd – motion passed

*Cameron will work with the City and the HiToms on details and try to get half paid in this fiscal year and half paid in next fiscal year

Cameron needs assistance in Depot with blinds – she had a professional quote that seems high – asked for board assistance.

Set date for Board retreat (5 Minutes) – Christy

- SWOT Analysis update and everyone add your thoughts and ideas – email to Cameron
- Retreat Date April 25th 8:30am to 12noon

Adjournment 1st Andrew, 2nd Ed Adjourned 10:02AM