

**Thomasville Tourism Commission**

**Minutes Tuesday April 25th, 2023 8:30am**

**Ball Park Community Center**

**7003 Ballpark Road, Thomasville, NC**

**Attended** – Cameron Marsden, Christy Jones, Dana Lomba, Ed Keller, Andrew Clement, Leslie Watts, Tommy Ballard, Payton Williams, JJ Ring, Tim Simpson

**Not in Attendance** – Gloria Brinkley

**Guests** – Michael Brandt, Tammy Joyce

**Call to Order** - Christy called to order at 8:33am

**Adopt Agenda** – Christy

- motion Andrew 1<sup>st</sup> and Payton 2<sup>nd</sup> - passed unanimously.

**Public Comments** (2 Minutes) Michael Brandt

- May 11<sup>th</sup> for the Aquatics Center Ribbon cutting 3:30 to 4:00pm
- Waterdogs and swimming events already for the new facility
- Renting the facility out for events
- Street Scape partnership update
- HiToms updates and review of contract with the City

**Approve Previous Minutes** (2 Minutes) – Christy

- Motion Leslie 1<sup>st</sup>, and JJ 2<sup>nd</sup> - passed unanimously.

**Approve Financials** (5 Minutes) – Tommy

- motion Payton 1st, Tim 2nd passed unanimously.
- Check coming for the Jan, Feb, and March. Approx \$44,700.00
- Discussion around the \$25,000 for the Street Scape design. The City Council did match Tourism's \$25,000.
- Tammy Joyce has a due date this Friday for the proposal for Thomasville to be a Main Street Program.
- Looking to be a great recorded breaking year in terms of Occupancy tax income.

**Budget Amendments** (5 Minutes) – Christy/Tommy

- Motion to table the budget amendments. Andrew 1<sup>st</sup> and Tim 2<sup>nd</sup> - passed unanimously.

**Director and Marketing Report** (10 Minutes) – Cameron

- Mural Walk is a big hit with lots of press
- Jessica was hired for the Marketing Coordinator role: she has a marketing back ground.
- Event; Red, White, and Nu-Blu at the Finch Field with HiToms for opening day. May 26th

- Farmers Market open April to October. Tourism is planning and sponsoring the 3<sup>rd</sup> Saturday every month

#### EBN report (15 Minutes) – Tim

- EBN next meeting May 16<sup>th</sup> at 9:00 at the Depot
- Discussion around hiring The Dyes for maybe \$8,000.00 - \$10,000.00
- Make a motion for The Dyes for EBN band up to \$10,000, Motion to approve Andrew and Ed passed unanimously.
- Finding sponsors for EBN

#### Year in Review (10 Minutes) – Cameron

- Year in Review Slide Show Cameron

#### Strategic Planning Conversation – Christy/Cameron

- SWOT Analysis 2023-2024
- **Strengths-** new hotel, social media, giveaways, towns table, kiosk, billboard, strong financial, strong director, good relationship with city council, hosting large events, attractive to community partners.
- **Opportunities-** relocation guide, location to other cities, advertise at airport, visitors guide, downtown director, hotels, kiosk hits online, street scape, partnership with Hughes Park, repeating hotel inquiry, Home of the Big Chair on I85
- **Weakness-** Difficult to measure impact of our efforts, inconsistent reporting/ info on who pays occupancy tax, limited marketing budget,
- **Threats-** one source of revenue that is difficult to control/predict, negative perception of hotels by Thomasville residents, no clear definition of what is Thomasville known for, social district limitations, businesses open at inconsistent times,

#### 2023 – 2024 Budget Review/Approval

- Higher projections for next years occupancy tax
- Increases on Audit, Office supplies, marketing, salaries, and a few others. Will offer final approval by June meeting.

#### Discussion around funding Summer Concert Series

Adjournment 12:20