



Thomasville Tourism Commission Minutes
Tuesday March 22nd 2022, 8:30am
In person at: Ball Park Community Center
7003 Ballpark Rd. Thomasville, NC 27360

Present: Christy Jones, Tim Simpson, Dana Lomba, Andrew Clement, Cameron Marsden, Leslie Watts, Payton Williams, JJ Ring

Absent: Tommy Ballard, Justin Finch, Gloria Brinkley

Call to Order:

Christy called the meeting to order at 8:33am.

Adopt Agenda:

Dana made a motion to adopt agenda, second by Tim. Motion passed unanimously.

Public Comments:

Christy welcomed new board Member Andrew Clement. Eddie Bowling, Assistant City Manager was present and said he is visiting all committees to get familiar. Nicolette Jacobsen Marketing Coordinator to say goodbye.

Approve Previous Minutes:

Payton made a motion to approve the January minutes, seconded by JJ. Motion passed unanimously.

Approve Financials:

Cameron for Tommy. We are in good standing, financially healthy. She noted we still have \$19,000 in the advertising line item for the year. Some will be spent by the end of the year to fund various projects. She noted less was spent at the beginning of our FY because of the

pandemic and there were not as many events to promote or advertise. Cameron reached out to Martin Starnes about the annual increase, and they said it applies everyone across the board, but hope it will not increase again next year.

Budget Amendments:

Hughes Park ongoing grant - \$10,000 over 4 years. Motion to move \$2,500 from advertising to grants by Payton, seconded by Dana. Motion passed unanimously.

Hughes Park Kiosk - \$8,000 to include purchase of kiosk, mounting bracket, software. Motion made by Andrew to use \$8,000 of advertising line item on completing kiosk project. Second by Payton. Motion passed unanimously.

Salaries: We will address any discrepancies closer to the end of the year

Computer: Need to move \$1,500 to capital outlay to cover cost. Tabled until next month

Director and Marketing Report:

Nicolette provided a marketing report of projects she is wrapping up before she leaves April 1st.

Cameron reported we have hired both roles: Office Manager, Sharon Hinkle, and Marketing Coordinator, Stephanie Gloor. Both positions are \$15.00/hr with no benefits, but she did give them 5 (8 hour) days of PTO. Cameron invited all board member to attend a team building event at The Gate on April 12th from 2:00 – 5:00. Cameron talked about Davidson County upcoming bicentennial committee and events. She has continued to work on hotel recruitment. The civil war trail signs are completed and to be installed on March 22nd. She is still soliciting for ads in the visitors guide – turn in by April 1st. Thomasville Stars night with the Hitoms and the Chamber will be June 14th. Tourism is sponsoring a new summer window decorating contest with the HiToms joining as partners to increase the prizes. Tourism is doing marketing and promotion for the Memorial Day parade, May 30th. Tourism is partnering with Arts Davidson County on “Sunset Sounds” which will be an outdoor concert on Friday July 29th at PACE Park. Highlighted travel safe campaign at hotels utilizing the city’s free covid testing.

Personnel update:

Nicolette has turned her resignation. She has continued to work and offered to work longer until Cameron can fill the role. Cameron attempted to find a marketing and office manager, but did not find anyone that would work. She has split the role into an office manager and a marketing role. The search is ongoing to replace Nicolette's role. Discussion on the possible need to increase the roles from \$15.00 per hour.

Hotel inquiry update:

The City and Martin Starnes have almost completed the hotel inquiry on the Quality Inn. They will update us when it is complete.

Discussion of open board positions and Officers:

Election of officers: Motion to approve the slate by Dana, JJ second, Motion passed unanimously as follows: Christy President, Tim Vice President, Justin Secretary, Tommy Treasurer.

Adjournment:

Justin made a motion to adjourn, seconded by Payton. Motion passed unanimously.