

Thomasville Tourism Commission
Minutes: Tuesday, September 26, 2023, 8:30am
The Aquatics and Community Center
20 Stadium Dr., Thomasville, NC

Attended – Cameron Marsden, Christy Jones, Dana Lomba, Leslie Watts, Ed Keller, Andrew Clement, Payton Williams, Joe Gray, Gloria Brinkley

Not in Attendance – Tommy Ballard, JJ Ring

Guests – Tammy Joyce

Call to Order – Christy called to order at 8:33am

Adopt Agenda – Christy

- Motion Andrew 1st and Dana 2nd – passed unanimously.

Public Comments (2 Minutes) – None

Approve Previous Minutes (2 Minutes) – Christy

- Motion Dana 1st and Joe 2nd – passed unanimously.

Approve Financials (5 Minutes) – Cameron

- Motion Dana 1st and Leslie 2nd – passed unanimously.

Amendment to Bylaws (Section VI) (5 Minutes) – Cameron

- Cameron presented the amending of Section VI of the Bylaws which now states “...All expense checks of the Commission \$500 and over shall be signed by at least two individuals approved by the Commission to do so. Checks \$499 and below require only one signature.”
- Motion Andrew 1st and Joe 2nd – passed unanimously.

Hotel Inquiry with COT (5 Minutes) – Cameron

- Cameron stated that the Committee will be requesting another Hotel Study through Martin Starnes be performed in the upcoming months, possibly using Stay Lodge or Microtel. Decisions will be made by January 2024.

Director and Marketing Report (10 Minutes) – Cameron

- Plans for the Christmas Parade are in their final stages. Everything is going great.
- Very excited to announce a double-digit increase in visitor spending for 2022 in Davidson County by the NC Department of Commerce.
- Moved \$100,000 from Money Market in to 6 month higher yield CD (4% higher).
- Kiosk at Winding Creek is up & running. The Committee bought new American flags for the holes to be used 4 times per year.
- Appeared on Fox 8 morning news to promote Everybody's Night.
- Marketed, coordinated & hired photographer for the Women in Motion Event that took place on Sept 14th at the Finch House. 140 people in attendance. Led 30 members from the group on the Mural Walk through downtown.
- Jessica Rogers, our Marketing Coordinator, is doing an awesome job at designing Sponsorship Logo's for EBN, Billboard designs, Retractable Banner designs, Koozies design, etc....

EBN Report (10 Minutes) – Committee

- Sponsorship so far is at \$13,200.
- Went over the timeline and volunteer duties.
- The Dryes will arrive in town at The Brookshire at 1:00.
- Streets will be closed for vendor set up at 3:00.
- Volunteers will arrive between 4:00 – 4:30.
- Streets will reopen for traffic at 10:30.

Christmas Parade Update (5 Minutes) – Committee

- Old Dominion and Cookout have committed as a Sponsor.
- WSSU Band will participate.

Report from Economic Development (10 Minutes) – Tammy Joyce

- Main Street Program will meet on 10/25/23 at 10:00am and also on 11/29/23 at 9:00am and is open for anyone to attend to give their input.
- Discussions are being made about making the tunnel ADA accessible.
- The City is planning to remove the Car Concept Carwash around January and making it more easily accessible to PACE Park.

Adjournment 9:44am

- Dana made the motion to adjourn the meeting and Andrew 2nd. Passed.