

**Thomasville Tourism Commission**  
**Minutes: Tuesday, October 24, 2023, 8:30am**  
**The Aquatics and Community Center**  
**20 Stadium Dr., Thomasville, NC**

**Attended** – Cameron Marsden, Dana Lomba, Tommy Ballard, Leslie Watts, Payton Williams, Andrew Clement, Gloria Brinkley, Joe Gray, JJ Ring

**Not in Attendance** – Ed Keller, Christy Jones

**Guests** – Tammy Joyce

**Call to Order** – Dana called the meeting to order at 8:40am

**Adopt Agenda** – Dana

- Motion Leslie 1<sup>st</sup> and Andrew 2<sup>nd</sup> – passed unanimously.

**Public Comments (2 Minutes)** – None

**Martin Starnes Presentation (10 Minutes)** – Bao

- Bao with Martin Starnes presented a summary of the 2023 Audit. The only error that was found was for \$16.00 where 1 hour of payroll was not listed. The correction was made.
- Bao made mention that she dealt with Cameron during the audit process, and she found her to be well-prepared at every meeting.
- The year ended \$22,000+ in the black and we have 19 months worth of reserves on hand.

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

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

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

- Tommy noted that all Occupancy Tax was collected for previous year, and we should be getting a new check within the month for our new fiscal year.
- Revenue was up for this year, and we're on track for another good year.
- Motion JJ 1<sup>st</sup> and Tommy 2<sup>nd</sup> – passed unanimously.

**EBN Report (5 Minutes)** – Committee

- Thank You postcards have been sent to all sponsors, city council, police department, fire department, volunteers, etc. for their involvement with Everybody's Night.
- A huge thank you to Andrew Clement for the time & labor he invested in hanging banners and lights for EBN.
- Andrew suggested we try to do more on the Thursday before EBN to prepare for the event, and hire a different production company.

### **Christmas Parade Update (5 Minutes) – Committee**

- Cookout, Old Dominion, and Novant are our Parade Sponsors so far.
- 8 professional floats have already been reserved and between 30-35 participants have signed up.
- Participants are encouraged to reserve their spot by November 17<sup>th</sup> for the early bird special. Deadline for entry is December 1.

### **Holiday Events/Marketing Update (5 Minutes) – Cameron**

- Cameron has been marketing hard to push our Holiday Events through billboards, radio, online announcements, community calendars and media.
- November 11<sup>th</sup> – Craft Fair @ 9:00am
- November 18<sup>th</sup> – Light Up the Holidays
- November 29<sup>th</sup> to December 3<sup>rd</sup> – Journey to Bethlehem
- December 2<sup>nd</sup> – Christmas with Elvis
- December 9<sup>th</sup> – Christmas Parade @ 11:00am
- December 9<sup>th</sup> – Star of Bethlehem drive-thru live nativity
- December 15<sup>th</sup> – Chair City Christmas @ 6:00pm

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

- Met with all 3 of the staff to go over job descriptions & handbook.
- Sent 2 of our staff to customer service class.
- Worked with Winding Creek to have a tv installed for them to use for their menu.
- Completed The Hartford Insurance Audit.
- Hosted an EDHS senior for Job Shadow Day with Rotary.
- Worked with the Fire Dept on Safety Fest and Set Your Clock Back Promotions.
- Worked with Scream Dreams on their promotions.
- Created the 2024 Thomasville Calendar.
- Worked with High Point Market Authority during the market in coordinating the shuttle to/from Comfort Inn.
- Jessica Rogers, our Marketing Coordinator, has been busy with a number of jobs and currently working to complete the new design for the Bus Wrap on our City Transports.

### **Report from Economic Development (10 Minutes) – Tammy Joyce**

- Main Street Program will meet Wednesday, October 25<sup>th</sup> from 10:00-11:00 at the Aquatics & Community Center.
- Anyone interested in seeing the Amphitheater at PACE moved so that it will face Main Street, please let someone from the City Council know you approve.

### **Adjournment 10:00am**

- Motion made by Dana to adjourn the meeting and Gloria 2<sup>nd</sup>.