

Tourism Meeting 6/28

Attendees: Gloria, Leslie, Tim, Cameron, Christy, Payton, Tommy, JJ, Andrew, Dana

Call to Order by Christy at 8:33a

Adopt Agenda

- Motion Tommy
- Second Payton

Public Comments

- None

Approve Minutes

- Motion JJ
- Second Tommy

Approve Financials

- Received occupancy tax 60 days after the quarter (40k)
- Huge receivable accrual coming our way from the City (at least 40k)
- Through May 31: \$83,609 in non-payroll expenses so we have roughly \$11k to spend in June so go us!
- Doing good on the salary side so it looks like we'll come in within the budget with no problems
- Hotels won't report to the city by July 31, no penalties until 8/10 so it'll be mid-august before we know what the final occupancy tax will be for this fiscal year
- Audit August 29, already started collecting info
- Related party implications: has tourism had any transactions with any board members (yes because Ballard Surratt)
- Motion Andrew
- Second Dana

Director and Marketing Report

- Thomasville Stars went really well, about 300 in attendance
- Yoga event on solstice, partnered with High Point Yoga School (owner Jen is from Thomasville) had 25 people and two vendors
- Lots of meetings, working with bicentennial committee closely
- July 15: Pigs, Chairs and Small Town Squares play at Memorial
- Bicentennial Brews campaign with a moonshine history event
- Next bus tour this weekend in Lexington
- October 15 bus tour in Thomasville
- Actual bicentennial is November 11
- Recognition of the bicentennial committee on Thursday in Raleigh at 3p

- Sunset Sounds July 29 in Pace Park- three bands, Arts Davidson taking the lead
- Everybody's night Sept 23, insurance and permits are all done, waiting on the city to approve- Harold Kennedy sponsoring awwwww :), waiting on special event permit, next Everybody's Night meeting July 19 at 9a at the Depot
- Christina Keller- new cleaning person at the Depot
- Visitor's Guide is so close to being finished, first draft is back from the graphic design company and it looks really good and Cameron is gonna send it out to the commission to look it over
- Kiosk is coming this week and will be installed in a couple weeks YAY
- Found a company in Lexington that owns multiple hotel chains and they've taken interest in the Pro Forma!!!! More to come

Christmas Parade

- next meeting August 11 at 2p at Parks and Rec
- December 10th at 11a
- Bands and dance studios have been notified, commitment from East Davidson already
- Need as many volunteers as we can lining everyone up and volunteers at the end as well

Closed Session

- Motion Tommy
- Second Dana
- Discussion occurred
- Motion Payton
- Second Andrew
- No action as taken in closed session

Adjournment

- Motion Leslie
- Second Gloria

Minutes submitted by Payton Williams