

**Thomasville Tourism Commission Minutes**  
**Tuesday, November 23, 2021 8:30 AM**  
**Ballpark Road Community Center**

**Present:** Christy Jones, Gloria Brinkley, Tim Simpson, Tommy Ballard, Rita Jupin, Jane Murphy, JJ Ring, Dana Lomba and Cameron Marsden

**Absent:** Justin Finch and Leslie Watts

**Call to order:**

Christy called the meeting of the Thomasville Tourism Commission to order at 8:30 am

**Adopt Agenda:**

Tim made motion to adopt the agenda as presented. Rita seconded. Motion passed unanimously

**Public Comments:**

None

**Approval of Minutes:**

Dana made a motion to approve the minutes from the October meeting, seconded by Rita. Motion passed unanimously.

**Financials:**

Financial sheets were distributed reporting checking account balance - \$27,165.43, money market balance - \$204,592.58 and CD balance - \$52,138.25. Tommy reported that we have received occupancy tax payment from city for \$43,602.22 for first quarter of fiscal year. Spread sheet reflects final payment of feasibility study, caboose painting and parade expenses and registration fees. Rita made motion to approve financials as presented. Dana seconded. Motion passed unanimously

**Director's Report/Marketing Report:**

Complete reports attached. Cameron thanked the members for their work this past year. She shared that the thank you gifts at each member's seat were beautifully decorated by our Commission volunteers. Highlights noted include great press coverage for Light up the Holidays and upcoming parade, as well as, caboose painting. The weekly giveaways continue to go well and promote tourism. Light up the Holidays drew a good crowd and all the local businesses that stayed upon seemed very satisfied with the additional shoppers that the event brought in the businesses.

**Hotel Update:**

Cameron and Tommy met with Michael Brandt, city manager, and Thomas Avant, finance director, to discuss occupancy tax. City supports reviewing the process more thoroughly. Discussion followed. City suggested initiating the inquiry with Martin Starnes since they are the ones collecting the fees. Commission will pay the fees for inquiry. Inquiry will be made on one hotel at this time using agreed upon procedures. Inquiry is not certified. Tommy made a motion for a budget amendment to move \$2200 from fund balance into account services. Dana seconded. Motion passed unanimously.

**Window Decorating Contest:**

Cameron reported that our \$500 is proving to be a great investment. There are 15 entries in the window contest. Beautification Committee will vote on entries at their 12/16 meeting at JJ's Deli and winners announced on 12/20. Tim volunteered to use his drone to record the windows and distribute.

**Parade:**

Presently up to 110 entries. Cameron reported that emails had been sent to all those entered with information about line up, where the drop off location is, restroom locations and parade rules. All volunteers will have this information for reference on day of event. Parade sweatshirts were distributed. Cameron asked volunteers to arrive at Police Station by noon for quick lunch and then to report to assigned areas.

**December Meeting:**

Cameron shared that Jane Murphy is rotating off the Commission and Thomasville City Council Elect. Cameron presented Jane a plaque and thanked her for her six years serving on the Commission. Payton Williams will be the Commission's new representative beginning with the January 2022 meeting.

Christy announced there will be no December meeting. She thanked the members for volunteering and reminded everyone again about meeting at noon on Sunday for parade.

Tim made motion to adjourn. Rita seconded. Motion passed unanimously.