

**Thomasville Tourism Commission Retreat
Minutes: Tuesday, February 27, 2024
The Aquatics and Community Center
20 Stadium Dr., Thomasville, NC**

Attended – Cameron Marsden, Christy Jones, Dana Lomba, Tommy Ballard, Leslie Watts, Andrew Clement, Gloria Brinkley, Ed Keller, Joe Gray, JJ Ring

Not In Attendance – Jacquez Johnson

Guests – Tammy Joyce, Dr. Dee Stokes (member-elect)

Call to Order – Christy called the meeting to order at 8:37am

Adopt Agenda – Christy

- Tommy proposed an amendment to the agenda to move the Budget Review to under Approval of Audit Contract - Motion Tommy 1st and Andrew 2nd – passed unanimously.

Public Comments – None

Report from COT Economic Development – Tammy Joyce

- Downtown Thomasville NC is hosting a meeting discussing the retail market analysis of Downtown Thomasville on Tues., February 27th at 6:00 pm at TACC.
- Tammy and other city officials met with representatives from DOT and the Railroad to discuss the possibility of erecting a fence to run along the railroad tracks on Main St. and the requirements that would entail. Discussions went well and the fence will end at the Depot building (the Depot lot is too close to the tracks)
- PACE is looking to host a Spring Daze Event on May 4 to correspond with opening day at The Farmers Market. She asked if the Tourism Board would like to help host the event along with the Beautification Committee and the Historical Committee.
- Tammy mentioned that the Broken Window Ordinance needs to be enforced and placing a board over the broken window would only be recognized as a temporary fix. This will likely be brought before City Council next month.

Approve Previous Minutes – Christy

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

Approve Financials – Tommy

- 2nd qtr. Occupancy Tax was received of \$49,462.43. This was down by about \$3000 from the previous year.
- The Tourism Commission was notified that an online booking site came forward to advise that they did not remit at all the Occupancy Taxes for 7 years. The City will negotiate a possible settlement with the online booking site's attorneys to Tourisms benefit. No indication of amount.
- Motion Dana 1st and Ed 2nd – passed unanimously.

Approval of Audit Contract - Tommy

- Martin Starnes sent a Contract To Audit Accounts to the Tourism Commission for the upcoming audit that will take place after year end on June 30. Martin Starnes quoted a charge of \$8,440 to perform the audit, which is up from \$5,940 from last year. Tommy made the recommendation to leave the contract on the table for 60 days while we receive proposals from 3 other CPA's to compare the prices as this seems high. Cameron has consulted with Thomas Avant, Director of Finance COT and the City does not have an issue with a change in our auditors as long as it is completed by September 30th.
- Motion to table audit contract for up to 60 days - Tommy 1st and Dana 2nd – passed unanimously.

BOD Nominations – Christy

- Tommy nominated Christy to remain as Tourism President – she accepted.
- Andrew nominated Dana to remain as Tourism Vice President – she accepted.
- Dana nominated Tommy to remain as Tourism Treasurer – he accepted.
- Dana nominated Leslie to remain as Tourism Secretary – she accepted.
- Motion Tommy 1st and Leslie 2nd – passed unanimously.

Marketing Analytics/YIR – Cameron

- Facebook Analytics showed that the total reach was up 30%.
- Demographics show that women did far more engagements on Facebook than men did.
- Instagram Analytics showed that the total reach was down by about 16%. Cameron will be suggesting to Jessica to utilize Instagram in the upcoming year.
- Jessica, our Marketing Coordinator, is making extreme, positive changes to our Website Analytics.

Calendar

Spring Events

- May 4 – Spring Daze (working with PACE, Beautification, Historical)
- May 19 – Hospitality & Tourism Week
- May 31 – BBQ, Beer & Blues at Finch Field
- June 11 – Thomasville Stars at HiToms
- TBA – Ziggy’s Concert in PACE Park – June?
- TBA – Tour of Venues in Thomasville?
- TBA – Party in the Park – Spring & Fall

Everybody’s Night

- Sept. 27, Friday

Cycle NC

- Oct. 8, Tuesday

Christmas Parade

- Dec 14, Saturday

Budget Review

- Tommy & Cameron presented a few changes for our 2024 – 2025 Budget.
- Small increases in line items were as a result of cost-of-living, nothing significant.
- Highest increase in next year’s budge will be Staff Salaries.

Adjournment – 11:30am

- Motion made by Andrew and Dana 2nd to adjourn meeting.