



Tourism Development Authority

**TOURISM DEVELOPMENT AUTHORITY (TDA)**

**MEETING MINUTES**

**May 12, 2020**

**12:00 pm**

**Meeting Location:**

**Conference Call due to COVID-19**

**Public Listening/Comment Location:**

**Surry County Service Center**

**915 E. Atkins Street**

**Dobson, NC 27017**

**Present:** Lisa Turney, Chair, Zim Zimmerman, Vice-Chair, Ken Gulaian, Eddie Harris, and Hannah Holyfield.

**Others Present:** Chris Knopf, County Manager; Nathan Walls, Assistant to the County Manager; Jessica Roberts, Tourism Partnership; and Tammy Johnson.

Chairperson Turney called the meeting to order at 12:04 pm.

**Approval of Minutes**

**Upon motion of Mr. Harris seconded by Mr. Zimmerman, all were in favor to approve the February 13, 2020 minutes as written.**

**Financial Update**

Chris Knopf, County Manager, provided an update on the year-to-date expenditures, and advised that the report, provided in the agenda packet, did not reflect a budget amendment that was approved at the November 2019 meeting. He added that there are encumbered funds that will be expended by June 30, for the completion of signage. The overall budget is consistent with the Budget Ordinance as amended. Fund balance can absorb any shortfalls in the next budget year.

**Old Business**

Mr. Knopf updated the Board on the status of the Pilot Mountain Greenway Feasibility Study. The Piedmont Triad Regional Council has been working on the study and has drafted options of the proposed greenway location. There have been no decisions made due to challenges that have occurred with landowners and land development. Mr. Knopf will continue to provide updates.

## **New Business**

Mr. Knopf reviewed the FY 2020-21 budget proposal. The marketing line including outside requests, and the small equipment line that includes signage, were reduced due to projected reductions in revenues. Mr. Knopf advised that upon adoption, revenues will be monitored and large expenditures will be put on hold during the first quarter, to determine if budget amendments will be required for adjustments.

Ms. Turney opened the public hearing for the FY 2020-21 budget.

There were no public comments.

Ms. Holyfield asked about the increase in contracted services. Mr. Knopf advised that the funds will be used to offset costs for administrative services.

Ms. Turney asked that the marketing line be increased to reflect the original requested amount of \$3.870, for the Surry County Digital Heritage Project. All members were in favor.

Ms. Turney closed the public hearing.

**Upon motion of Ms. Turney, seconded by Ms. Holyfield, all were in favor to approve increasing the marketing line from \$73,400 to \$74,270.**

**Upon motion of Ms. Holyfield, seconded by Mr. Zimmerman, all were in favor to approve the following recommended budget as presented with the approved adjustments.**

## **TDA Table of Accounts with Requested Amounts for FY 2020-21.**

<b>ACCOUNT DESCRIPTION</b>	<b>APPROVED AMT 2020</b>	<b>REQUESTED AMT 2021</b>
99054995-51500 Professional Services	\$6,100	\$6,100
99054995-51720 Contracted Services	\$0	\$5,000
99054995-52010 Supplies and Materials	\$1,000	\$750
99054995-54250 Postage	\$500	\$500
99054995-54350 Printing	\$5,000	\$5,000
99054995-54500 Marketing	\$62,000	<del>\$73,400</del> \$74,270
99054995-55650 Miscellaneous	\$300	\$300
99054995-54010 Travel & Training	\$500	\$1,000
99054995-55020 Rent Bldgs. & Equipment	\$100	\$100
99054995-52900 Small Equipment	\$40,000	\$25,000
99054995-55300 Refunds	\$0	\$0
99054995-53010 Utilities	\$0	\$0
99054995-55150 Insurance and Bonding	\$200	\$200
99054995-54200 Telephone	\$0	\$0
99054995-59500 Contingency	\$6,925	\$0
<b>Total</b>	<b>\$122,625</b>	<b><del>\$117,350</del> \$118,220</b>

Mr. Knopf updated the Board on the Middle Mountains Scenic Byway state extension application, and potential federal byway application. The Board was provided a map of the proposed route. Mr. Knopf will provide updates at future meetings.

Jessica Roberts, Tourism Partnership, updated the Board on the travel related unemployment rate that increased from 3.6% in January 2020 to 14.7% in May 2020, with a significant negative impact on restaurants and hotels. The travel related revenues were down 78% in March compared to prior years. Ms. Roberts added that predictions are that numbers will improve after June, and the state and county are fortunate to offer many safe outdoor destinations for citizens to visit. Requests have been steady for visitor guides, wine trail guides, and outdoor adventure maps that are being moved out to areas within a 40-50 mile radius.

### **Other Items**

The next meeting will be held on Tuesday, August 11, hosted by Horne Creek Farm.

Upon motion of Mr. Gulaian, seconded by Ms. Holyfield, the TDA voted unanimously to adjourn the meeting at 12:53 p.m.

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Lisa Turney, Chairman

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Chris Knopf, County Manager