



Tourism Development Authority

TOURISM DEVELOPMENT AUTHORITY (TDA)

MEETING MINUTES

February 13, 2020

12:00 noon

**225 Country Club Drive
State Road, NC 28676**

Present: Chairman Lisa Turney, Vice-Chairman Hannah Holyfield, Eddie Harris, and Zim Zimmerman

Others Present: Chris Knopf, County Manager; Jessica Roberts, Tourism Partnership of Surry County; Darren Rhodes, NC Department of Commerce; Kim Bates, Surry County Planning Director; and, Tammy Johnson, County of Surry.

Chairman Turney called the meeting to order at 12:10 pm.

Approval of Minutes

Upon motion of Ms. Holyfield, seconded by Mr. Harris, all present were in favor to approve the November 12, 2019 minutes as written.

Election of Officers

Chris Knopf, County Manager, presided over the nomination and election of officers for 2020.

Mr. Knopf opened the floor to nominations for Chairman.

Mr. Zimmerman nominated Lisa Turney for Chairman, seconded by Mr. Harris. There were no other nominations; all present voted to approve.

Mr. Knopf opened the floor to nominations for Vice-Chairman.

Mr. Harris nominated Zim Zimmerman for Vice-Chairman, seconded by Ms. Holyfield. There were no other nominations; all present voted to approve.

Mr. Knopf advised that Lisa Turney will serve as Chairman, and Zim Zimmerman will serve as Vice-Chairman for 2020.

Surry County Tourism Development Authority

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Financial Update

Mr. Knopf discussed the current revenues and expenditures and reported YTD expenses totaling \$29,360.60, \$10,000 total encumbered funds, with an available balance of \$83,101. Mr. Knopf added that the Yadkin Valley signage has yet to be spent for the current year.

Mr. Knopf provided a handout that shows TDA Annual Revenue since FY2009-10.

Mr. Knopf presented the June 30, 2019 financial statements prepared by Gould Killian CPA Group, P.A. He was pleased to report there were no findings.

Mr. Knopf advised that funds had to be expended prior to the meeting for the Biltmore Event sponsorship previously discussed by the TDA, in the amount of \$1,500.00. He added that formal action of the expenditure was needed.

Mr. Zimmerman motioned to approve the Biltmore Event sponsorship, in the amount of \$1,500.00, seconded by Ms. Holyfield; all present voted to approve the motion.

Old Business

Kim Bates, Planning Director, updated on the wayfinding signage program. Currently, there are 20 signs that have been installed, and 16 in the works. He added that eight of the 16 are in fabrication proposed to be in the ground over the next few months. Eight of the 16 are signs are to be in and around the Town of Dobson, with four to be installed by the town. The proposed locations include:

Old US 601 (N. Main Street)/Prison Camp Road, Southbound
Old US 601 (N. Main Street)/Prison Camp Road, Northbound
Rockford Road/Old US 601 (South Main Street), Northbound
Old US 601 (South Main Street)/Rockford Road, Southbound
Old US 601 (South Main Street)/Atkins Street, Northbound
Old US 601 (North Main Street)/Atkins Street, Southbound
W. Kapp Street/Crutchfield Street, Eastbound
W. Kapp Street/Old US 601 (North Main Street), Eastbound

Darren Rhodes, NC Department of Commerce, presented a report from the TDA's goal setting session during the November 12, 2019 meeting. The report included what the TDA chose to accomplish over the next five years, with fourteen topics in order of importance. The results from their selections were categorized into combined themes and groupings that included: Capital, Marketing, Operations, and Organization/Other Functions. Mr. Rhodes and the TDA reviewed each of the goals to determine a lead, deadline and action to follow for implementation. Mr. Rhodes will take and compile the information and send the final report to the TDA.

New Business

Mr. Knopf presented and discussed the proposed FY2020-21 budget. He asked the TDA to review and forward any comments prior to the public hearing to be held on May 12, 2020. Ms.

Turney recommended an additional \$5,000 be approved for the Surry County Digital Heritage project.

Jessica Roberts, Tourism Partnership, reminded the TDA of the Surry County Tourism Summit to be held on April 22, 2020. The conference is available to Surry County tourism industry and regional partners to hear from speakers presenting on the tourism and hospitality industry and discussion on marketing trends. Those interested must register at www.yadkinvalleync.com/tourism-summit.

Jessica Roberts, Tourism Partnership, distributed print media promoting Surry County and provided a marketing update on the following: Tourism Summit scheduled for April 22nd to be held at The Barn at Heritage Farm in Dobson; Outdoor Recreation Media Tour, *Paddles, Trails, Wines & Ales in the Yadkin Valley*, scheduled for May 28-31 that will include hikes, visiting river accesses, visiting wineries and breweries, and cycling on the greenway; MSN featured the Yadkin Valley as part of America's Travel-Long Weekend Escapes which boosted visitors guides requests and website traffic; hosted a travel writer from American Whiskey Magazine who wrote an article on Mayberry Spirits; Dream Vacation Magazine included Pilot Mountain and Mount Airy in an article about Best North Carolina Day Trips from Raleigh; Pilot Mountain to be featured in the March 2020 issue of Our State Magazine; Jessica attended the Atlanta Travel and Adventure Show along with staff from VisitNC and Yadkin County; the Iron and Fire National Rally (Fireman's Motorcycle Rally) consisting of approximately 1,200 people is scheduled to be held in Surry County June 23-28 to be visiting several wineries and Pilot Mountain; Surry County to host the AAU Basketball Tournaments March 7-8 and October 3-4, averaging 40-80 teams; 3rd Annual 2020 Wine Bloggers Summit to be held at the Viticulture and Enology Center March 22-23 to be touring several wineries; NC Dog Travel to visit February 22nd to visit several pet friendly areas including Old North State Winery and Round Peak Vineyards (pet friendly winery and lodging); and provided the Governor's 2018 Visitor Impact for Surry County (source www.visitnc.com) showing a 5.2% increase in county spending by domestic visitors from 2017 (\$130.9 million) and includes tourism highlights countywide and statewide.

Other Items

Upon motion of Ms. Holyfield, seconded by Mr. Harris, the TDA voted unanimously to adjourn the meeting at 2:15 p.m.

Lisa Turney, Chairman

Chris Knopf, County Manager