

MINUTES

ROCKINGHAM COUNTY TOURISM DEVELOPMENT AUTHORITY Governmental Center-Commissioners Annex March 13, 2016

Members Present:	Members Absent:	Others Present:
Dixie Penn, Chair Burton Matherly Scott Dalton Ken White Robin Yount Barbara DeJournette Texie Needham Darlene Baize Patience Fairman	B.J. Durham	Betsy Brame

The Rockingham County Tourism Development Authority met at 8:30 am, Wednesday, March 13, 2016 in the Commissioners Annex of the Governmental Center in Wentworth, NC.

I. CALL TO ORDER

Dixie Penn, Chair, presided and called meeting to order at 8:35 am and welcomed everyone. Commissioner Mark Richardson was introduced as the new Ex-Officio on the Board.

II. REPORTS

a. Robin Yount

- Our Town Magazines are still being shipped out to Hotels, Chambers and Visitors Centers.
- Visitors Guide will be going to printers in next couple of weeks.
- New Website is live and Grant application is accessible online. Deadline for submitting is April 29th. (40,000 total for grants).
- Executive Board will meet next month to discuss disbursements of grants.
- Occupancy tax reported up 9% increase.
- Currently 24 stops on Quilt Trail and more to be unveiled April 23.
- May 13th UNC TV will be coming to do story ideas in the Western part of the County.
- June 6th "Social Media Take-Over" will be coming in for a couple of days to take photos around the area and push them out into the County
- Rockingham County Friends has donated \$25,000 towards the Park to be developed on Planters Road along with other various donations given.
- Debbie Moore will be representing on the TDA Board to replace BJ Durham.
- Soliciting suggestions for a new Reidsville Representative for the Board.

b. Economic Development Update- Jan Critz, Director (given by Robin Yount)

- Construction on the new facility is on target for May 1st week move-in.
- Briefly presented and issued Economic Development "Plan of Work" for 2016.

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III. OLD BUSINESS

a. Approval of the February 10, 2016 Minutes

- Dixie Penn, Chair, asked the board if there were any additions or changes to the minutes. Motion to approve was made by Ken White and seconded by Burton Matherly. Upon a vote, Dixie Penn, ruled the motion was approved unanimously.

IV. NEW BUSINESS

a. Approval of New Budget

- The Executive Board has approved the new budget.
- Robin briefly explained the budget and projections. Motion was made to accept the new budget by Burton Matherly and 2nd by Barbara DeJournette. Motion was approved unanimously.
- Robin generated via email to the Board for approval of the TDA Audit Contract with Marin Starnes & Associates. Approval was made by 7 members and 2 non response.

V. COMMUNITY UPDATES:

- Texie Needham reminded everyone of the Cruise-In & Clam Jam in Market Square.
- Scott Dalton shared Little Caesars is now opened. Downtown Mayodan is working on getting open Studio for Artisan Group. Preservation Society released Homecoming to merchants. Squealing Pig Restaurant to open for business in approximately a month.
- Ken White shared softball tournaments have started at the YMCA & Freedom Park. Movies shown in Grogan Park to start in June. A bookstore/coffee shop in downtown Eden opens the next Friday. Commerce Spelling Bee will be April 26 (Morehead fundraiser to Seniors).
- Burton Matherly reminded of Heritage Festival & Chamber Coffee. Cruise-In for Stoneville and Madison this month. Ruger plant is still successful.
- Barbara DeJournette reminded of the Annual Children's Parade, Spring Fair, Keystone Cops for Arts, Redirection wine tasting & Chamber Coffee. Annie Penn promoting Breast Cancer awareness.
- Darlene Baize has received the Lighthouse Award for Hampton Inn. States business is still good.
- Patience Fairman stated business is up and doing very well.
- Mark Richardson stated working with other Commissioners from other Counties on starting a Wine and State Park Trail. Still working on a new Greenway near Belews Creek but funds are great and will have to come from the outside. Will be working with Jenny and Architects.
- Dixie Penn reminded May 7th is Swing Night at Madison/Mayodan Recreation Center. Will be celebrating Veterans also from 7-10.

VI. ADJOURN

Motion was made to adjourn by Burton Matherly and seconded by Ken White. Meeting was adjourned by Dixie Penn at 9:20a.m.

Respectfully submitted,
By Betsy Brame, for

Barbara DeJournette, Secretary
Rockingham County
Tourism Development Authority

Date

