

Kings Mountain Tourism Development Authority
February 21, 2023

The Kings Mountain Tourism Development Authority met on Tuesday, February 21, 2023 at 3:00 pm in the City Council Chambers. Meeting was called to order at 3:02 pm by Mike Butler with a quorum present. Mike welcomed and thanked everyone for being present at the meeting.

Attendance: Mike Butler, Chuck Kilroy, Brenda Lovelace, Chris Johnson, Tracey Gaughan, Kemp Mauney (Alternate) and Vicki Thompson (Alternate). Absent were Rick Moore, Sharon Horne, Councilmember Jay Rhodes (Alternate), Al Patel (Quality Inn), and Leanne Halk (Holiday Inn Express).

Also present were Ellis Noell, TDA Director, Cynthia Cash, Deputy City Clerk and Chris Costner, Finance Director.

Agenda was approved by motion by Chris Johnson and seconded by Chuck Kilroy. Vote was unanimous.

Minutes of January 24, 2023 meeting were approved by motion by Chuck Kilroy and seconded by Tracey Gaughan. Vote was unanimous.

Finance Report was given by Chris Costner. Only thing that we are responsible for is what was awarded last month. Everything else has been accounted for and paid off. Through 6 months, we have collected \$103,000 occupancy tax. Chris said he sees under Old Business his recommendation, which is to budget a City of KM Special Events Department grant line item to eliminate all the Special Event applications. Last month he recommended that since the board wants to give a big portion of the monies to the Special Events Department that we do this and that we set a budgetary amount, like 50% of the occupancy tax received, which is part of the budget process. He suggested having Christy in Special Events come in April with a presentation showing everything she wants funded for the Special Events Department and the total dollar amount that she is wanting. Christy would come to the board meetings periodically letting them know how the monies are being spent in her department. Also, Chris would show the board the Special Events budget a couple of times a year and show them what has been spent. Said this is for simplicity purposes too. He will have a budget put together. Vicki asked if the budget for Special Events could be approved by cycle, twice a year, instead of once a year. Chris said the board is required to adopt an annual balanced budget. The budget is from July 1st through June 30th. He then said that you can approve the Special Events budget for 50% for the first six months and then vote to approve the 50% for the second half of the year if that is what the board wants to do or they can use those monies for other projects. He would just amend the budget in the middle of the fiscal year and transfer the other 50%. No formal action would be required. Board was okay with doing that. The Special Events requests will be brought before the board in April. Hopefully we could do a work session in April, no later than May. The budget has to be adopted by June 30, 2023 and Chris has to have the budget presented to the TDA board prior to June 1st. Budget will be around \$210,000, with 60% (approximately \$126,000) going to the grants, 15% (approximately \$31,500) to administration/operating and 25% (approximately \$52,500) to the capital line item. This should help the budget track a little cleaner and you won't have as many outstanding grants. Ellis asked Chris about the advertising line item, which is a little over \$10,000. He asked if we would lose that if we didn't use it before July 1st. Chris advised that the unspent monies would

go back into the fund balance. He said spend what you need to spend. With all the attendees going to the conference in March, monies may have to be moved from the advertising line item to the travel and training. Ellis asked Chris since the board gives so much money to the Special Events, shouldn't TDA be a premier sponsor? He feels that since we are putting all this money into Special Events, that there should be something on the screen at the park that shows TDA as a premier sponsor. Chris told Ellis that he needs to check with Christy on this. He doesn't think that would be unreasonable.

Old Business:

- Discussion/Action on the City of Kings Mountain's Finance Director's recommendation to budget a City of KM Special Events Department grant line item to eliminate event applications. There was no more discussion on this since board decided to go with the Finance Director's recommendation.

New Business:

- Discussion/Action – Review the grant application and the accountability forms. Ellis advised the board about the changes that have been made to the grant application where it now says that everything should be sent in within 30 days of project completion. On the accountability form, this will go out with the letter showing they received the TDA grant and it also says that the form should be sent in within 30 days of project completion. Hopefully this will make things a lot easier.

Directors Report:

- Ellis advised that Preston Brown has put a post on Facebook that Hounds Campground will be closing. Preston mentioned all the good memories, but also said there was a lack of support from the City of Kings Mountain and the Cleveland County Commissioners. He didn't mention about the \$40 million that he received from Albemarle Corporation for the sell of property, which was listed at 60 acres, including the drive-in theater and campground. Ellis said this may change the representation on the board since Rick Moore represents the campground. The board will have to consider that. Ellis said he doesn't have a problem with Rick Moore staying on but it may change the landscape of the board.
- Ellis advised that during the TDA conference, he will meet with some media writers and NC weekend folks about shooting another video in KM.
- Ellis mentioned about the Liberty Mountain Performance at the Joy Theater, which has been moved to the fall on October 7th, that they wanted to be coordinated with the Battle of Kings Mountain. Jim Champion has approached the City Council twice and he has approached the TDA and Christy about changing the Special Events band they have scheduled for that date. Special Events always has their concert series on the first Saturday of the month and Ellis felt like it wouldn't be a big deal to move that concert to the next Saturday. Vicki said it prevents people from coming to the Joy Theater and this is the actual battle anniversary on October 7th. She said there is also a cruise-in with that event and it takes away from the parking. She said that Jim Champion has met with the City Manager to see if we could make that a commemorative day of our heritage. She feels like we should focus more on the historic event. Ellis said we are named after that battle; the Battle of Kings Mountain and we should hook our star to

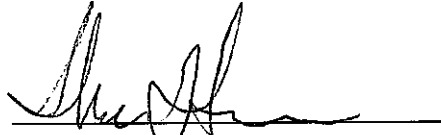
that. Vicki said maybe they could have a concert that would tie into or align with the Liberty Mountain event. Maybe the Elvis concert could be moved to the next weekend. Mike explained that Christy has to schedule her events a year ahead of time and she schedules them around the surrounding cities, Shelby, Bessemer City, Gastonia, etc. Mike said that Christy said she would block the street off, move the traffic back and shuttle people in that were coming to the Liberty Mountain event. The car show could be moved down the street. Mike said Christy was hoping people would go to the matinee at the theater that day and come to the concert that night. More discussion was made about making promoting that day as a significant day in Kings Mountain, not that you have to cancel the concert event.

- Ellis updated the QR codes sheet that the state has provided and we have it in the City Hall Lobby. The brochure rack is getting wobbly so Ellis is going to get some quotes and he will bring those back at the next meeting. Cynthia made copies of the QR codes sheet and gave each member one. She laminated the new sheet and put it in the City Hall Lobby.

No further business. Next meeting is scheduled for Tuesday, March 21, 2023 at 3:00 pm in Council Chambers. Motion was made to adjourn the meeting at 3:46 pm by Chris Johnson and seconded by Tracey Gaughan. Vote was unanimous.

Respectfully Submitted,

Cynthia Cash
Deputy City Clerk


Sharon Horne, Secretary