

Kings Mountain Tourism Development Authority
April 18, 2023

The Kings Mountain Tourism Development Authority met on Tuesday, April 18, 2023 at 3:00 pm in the City Council Chambers. Meeting was called to order at 3:01 pm by Mike Butler with a quorum present. Mike welcomed and thanked everyone for being present at the meeting.

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

Also present were Ellis Noell, TDA Director, Cynthia Cash, Deputy City Clerk, Chris Costner, Fiscal Services Officer and Jana Williams, Assistant Finance Director.

Agenda was approved by motion by Tracey Gaughan and seconded by Chuck Kilroy. Vote was unanimous.

Minutes of March 21, 2023 meeting were approved by motion by Chuck Kilroy and seconded by Tracey Gaughan. Vote was unanimous.

Financial Report was given by Jana Williams, Assistant Finance Director. She gave out copies of the Financial Report. She said there was a question whether the golf cart had been paid for and it has been and it was paid out of Capital Funds. They tried to cancel the order but it was too late. Chris Costner, Fiscal Services Officer, asked if there were questions about the financial report. He gave out copies of the Ordinance for FY 2023-2024 Budget for Operating and Capital Expenses for the KMTDA and a budget worksheet. Explained that by ordinance we have already agreed to exert things with 25% of total budget going to Capital, 15% for operating and the rest will go into grants and contributions. He explained the budget worksheet he gave out. 2022-2023 we budgeted conservatively based on last year with COVID. With 2023-2024 he went ahead and projected out what he thought would be collected for 2023-2024 occupancy tax. Everything is comparable to what was budgeted for 2022-2023. Everything that was left over was put in the grants line. He put a single line for grants and contributions so the board would have flexibility to distribute how they want to. That would be the maximum amount that would be used for the grants. He did mention that he set up a single line item for the city. Chris told the board that there are still two employees in the Marketing, Tourism and Special Events Department and they are going to hire someone for the Manager of that department. That department is not going away. The budget for this year will remain the same but it has been decreased some for next year's budget. It is up to that department what events they will still have. Any designated sponsorship for a specific event will go to help fund that event. If it is not designated, it will go into the general events category. The MSD (municipal service district) is in the process of revitalizing a non-profit corporation downtown. The city will probably have a contractual agreement with that non-profit. With the city's budgeting process, they decided this year to give them the equivalent to a contribution from the city so they will get their MSD tax, plus a contribution from the city. The city is changing the entirety of the relationship with how they are doing the downtown. They know what they want because they are stakeholders. All that being said, if you want some of a line item with the TDA grants to go towards that, you can allocate that. All the details have not been worked out with that yet. There would be criteria that has to be met with all of that. The former Main Street Program received approximately \$40,000 annually in

MSD tax, but it cost in excess of \$150,000 annually to administer the Main Street Program. There are no MSD monies left. Chris advised that he did the spreadsheet to show how the monies could be allocated, that the board did not have to allocate the way he had it listed. This is just an option. Consensus of the board was to go back to having the person requesting monies complete a grant application and still do that twice a year. Once the MSD committee is organized, they can complete a grant and come before TDA Board with their requests. Few other questions about the budget. Chris explained that the Collection Expense is internal, like to offset Jana's work with TDA, the Audit Fees are done by a 3rd party Audit Firm and the Miscellaneous Expense is actually what Ellis is paid each month, plus any printing costs. The miscellaneous expense should probably say administrative expense. The board is approving the ordinance, not the worksheet that Chris provided. Ellis mentioned increasing the Dues-Advertising Budget for \$5,000 more. Advertising is extremely expensive and he wants to freshen up our brochures. He would like to have a sub-committee to help with that. Need a new brochure to show what Kings Mountain has to offer, which will encompass everybody not just city sponsored events. Chris said we can take \$5,000 out of the Grants & Contributions line item and add it to the Dues/Advertising line item. He will bring a revised ordinance for the budget back to the meeting next month.

Old Business:

- Discussion/Action - 2023/2024 Kings Mountain TDA Budget - all of this is listed in the Financial Report listed above.

New Business:

- Discussion/Nomination for Vice-Chair Replacement & Term Expirations for Board Members (Rick Moore retired and Hounds Campground has dissolved). Ellis recommended that Brenda Lovelace be appointed Vice-Chair, Sharon Horne be appointed Treasurer and Chris Johnson be appointed Secretary. Everyone agreed with that. Ellis went over the term expirations for the Board. Those whose term will expire on June 30, 2023 are Mike Butler (finishing 2nd term), Sharon Horne (finishing 2nd term), Chris Johnson (finishing 1st term), and Jay Rhodes (alternate). According to the Nominating Committee Policy, you can serve (2) 3-year terms. Then, you go off the board for 1 year, then you can be reappointed after 1 year for another (2) 3-year term. They decided to table this until next month's meeting after Ellis gets more information from the City Clerk and they will vote on it next month. Ellis said that Council makes the decision on who the Chair of the board is. If they want to extend someone, it can be appealed to the Mayor and the Nominating Committee.
- Discussion/Action - Ellis asked if anyone would want to serve on a sub-committee to look at advertising. Said he would like for Kemp to serve on the committee since he previously served on the TDA Board for years. He would like Chris Johnson to serve. Both of them agreed to serve and they will come back and make recommendations. Chuck asked Ellis what the advertising is going to consist of because he was at the NC Tourism Conference and there are a lot of different avenues to advertise. Chuck said he would like to serve on the sub-committee also. There was more board discussion about advertising avenues. Ellis said he is meeting with the county next week to retrieve some information on BeachBlast, to get some of those numbers and that way they know what the parameters are and what they are looking at and which direction they want to go with as far as the advertising.

- Discussion about the hotels not attending the meetings. Ellis said that we have had meetings at their locations and they only stay a few minutes then they have other things to attend to. They are notified each month about the meeting.


Directors Report:

- Ellis gave everyone a list of some upcoming citywide events. Copy is attached to the minutes.
- Ellis mentioned about the new restaurant in town, actually a transfer of ownership, Rice, which was formerly Auntie Seng's. Also, mentioned about another new restaurant, Skillet, breakfast and lunch restaurant, which will be coming. Also talked about Crave opening soon, which is a hot dog/barbeque restaurant and has ax throwing.

No further business. Next meeting is scheduled for Tuesday, May 23, 2023 at 3:00 pm in Council Chambers. Motion was made to adjourn the meeting at 4:00 pm by Chris Johnson and seconded by Tracey Gaughan. Vote was unanimous.

Respectfully Submitted,

Cynthia Cash
Deputy City Clerk



Sharon Horne, Secretary