

Kings Mountain Tourism Development Authority
September 19, 2023

The Kings Mountain Tourism Development Authority met on Tuesday, September 19, 2023 at the Comfort Inn & Suites, 106 Holiday Inn Drive, Kings Mountain. 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. Ellis introduced the staff of Comfort Inn & Suites – Tuschar Patel, General Manager and H.D. Raja, Owner. The board introduced themselves to Tuschar and H.D.

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

Also present were Ellis Noell, TDA Director, Tuschar Patel, General Manager of Comfort Inn & Suites, Susan Mosk, Marketing, Tourism & Events Manager and Cynthia Cash, Deputy City Clerk.

Agenda was approved by motion by Brenda Lovelace and seconded by Kemp Mauney. Vote was unanimous.

Susan Mosk, Manager for Marketing, Tourism & Events updated the board about the December events. Home for Christmas parade and festival is only on Saturday, December 2nd. She gave the parade route changes. After the parade, Santa will be dropped off at Patriots Park at the Santa's House. Santa will be there on December 2nd, December 9th and December 16th. There will be inflatables, big slide, bouncy house, food trucks, live music, elves and maybe carolers. Carriage rides will be on December 2nd, December 8th, December 9th and December 16th. She gave the new carriage rides route. With some suggestions from KM Forward, she also gave the Halloween parade route changes.

Minutes of August 22, 2023 meeting were approved by motion by Brenda Lovelace and seconded by Sharon Horne. Vote was unanimous.

Copies of the Financial Report were handed out by Cynthia Cash, Deputy City Clerk. Report has been updated to reflect the additional monies given to Liberty Mountain.

There was discussion about the Carolina Band/Elvis Concert that was cancelled. When the City had to change their date from October 7th to October 14th, Elvis did not communicate that to the Carolina Band, who was already booked on that date. They had to postpone. They did not require a down payment. They are hoping to reschedule this concert next year.

Citizen Recognition:

- No one signed up to speak.

Old Business:

- New brochure rack for City Hall lobby has been ordered.
- Advertising for the 2024 Visit NC Travel Guide will be \$3,750 for a half page ad. Ellis said he is still working on the details for the ad.

- New distillery and restaurant update. Ellis hoped to have an update but the gentleman at the distillery has not gotten back with him.

New Business:

- Discussion regarding the impact of the COKM Grant with the cancellation of the concert originally scheduled for October 7th. Ellis said MTE was awarded \$25,000 for 4 concerts, which is basically \$6,250 per concert. Said \$5,000 was also granted for food for 4 concerts, which is \$1,250 per concert. Said a total of \$7,500 is not being utilized because of the cancellation. Just for information.

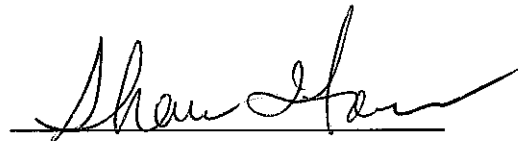
Directors Report:

- Ellis advised that everyone should have received a ticket to the Gala for the Liberty Mountain production. If not, just let him know and he will get more. He was given VIP tickets for the upstairs. They are good for Friday night, September 22nd. Gave those tickets to board members.
- Familiarization Tour with local hotel's front desk staff. Albemarle is going to let Ellis use the electric people mover. He plans to do a 1½ hour driving tour of all three parks, go downtown and look at different things, go to Veronet, and drive by the casino. Hopes to do that before Christmas. That way the hotels can let their visitors know what there is to do in Kings Mountain. They all have copies of our Visitors Guides.
- Ellis gave an update on brochure distribution – The Visitor Brochures have been sent out. Has another shipment going out to the I-77 N location. Welcome Centers at Interstates 77 and 95 have been really good about using our brochures. He has about 1,000 left. Some folks have volunteered to help out with an ad campaign to see what we are looking to do about updating the brochures.

No further business. Next meeting is scheduled for Tuesday, October 24, 2023 at 3:00 pm in the Council Chambers at City Hall. Motion was made to adjourn the meeting at 3:35 pm by Brenda Lovelace and seconded by Chuck Kilroy. Vote was unanimous. After the meeting, a tour of the Comfort Inn & Suites was given to the board members.

Respectfully Submitted,

Cynthia Cash
Deputy City Clerk


Sharon Horne, Secretary