

**MAY MINUTES
REGULAR QUARTERLY MEETING OF THE
TOURSIM DEVELOPMENT AUTHORITY**

**MAY 08, 2024
MOCKSVILLE TOWN HALL
5:30 P.M.**

Present:	Jennifer Evens, Chair	Absent: Justin Draughn
Board Present:	Neil Cheek	Chhaya Barad
	Vijay Barad	
	Caroline Moser	
	Dottie Graham	

Others Present:

Lynn Trivette, Finance Director
Ken Gamble, Town Manager
Will Marklin, Town Mayor, Daniel Furniture- Presentation
Renee Bradford, Community Development Assistant

CALL TO ORDER

The Town of Mocksville TDA met on Wednesday, May 8th, 2024 for their regular quarterly meeting. Jennifer Evens, TDA Chairman, called the meeting to order at precisely 5:30 p.m.

Jennifer Evens addressed the Board.

Addressed Daniel Boone Cancellation—should we consider adding a rain date for festivals to alleviate cancellations? Board agrees to no rain dates as it is asking the vendor to commit to 2 days.

She addressed that she has reached out to other cities and towns in hopes to make things more professional as well as including Al, Town Attorney, to ensure accuracy.

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ADOPTION OF AGENDA

Vijay Barad made a motion to adopt the agenda with a second from Dottie Graham. All were in favor and the motion carried (4) votes to (0).

CITIZEN COMMENTS

No one spoke

COMMUNICATIONS FROM BOARDS, COMMISSIONS & AGENCIES

MocksFest Presentation– Will Marklin, Town Mayor

Will Marklin, Town Mayor addressed the Board to give a talk about the 2nd Annual Mocksfest presented by Mocksville Rotary. It is a Merelfest inspired event that has hopes for growth. In his presentation Will addressed:

- The change in date to a Saturday so that more individuals would be able to attend and having it in the late summer in August rather than September.
- The date is August 3rd from 12pm to 7pm.
- He is looking for 5-6 local bands. Bands of interest are Carolina Detour and His and Hers.
- Raising money for Community Park and Cognition. Wanting to do something as raising something for Storehouse for Jesus.
- Instead of in Swicewood Parking Lot, the festival will be held by Salisbury St. and going into the two Quads by 101 and Foxhole. In the future, he would like it to be multiple day event. It will take time to grow into that size, however, they had a good turnout last year for their first event. He wanted to stress that he would like local artists.
- KidsZone is planned, hoping to partner with Cognition for kids games or maybe using Cognition as childcare.

Caroline Moser suggested to reach out to Carolina Bible Camp for marketing their Bluegrass Festival. She also asked how many people he thought that attended. Will estimated around 120.

ADOPTION OF MINUTES

Dottie Graham made a motion to approve the minutes from the March 26th, 2024 quarterly meeting. Caroline Moser seconded. Motion carried (4) votes to (0).

OCCUPANCY TAX REPORTS/FINANCIALS

Lynn Trivette addressed the Board.

- a) Occupancy Tax Report – June –March \$66,983.26
- b) April Bank Statement – Ending Balance \$235,872.32

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c) Occupancy Tax Collected thru April \$67,730.26

Caroline Moser made a motion to approve the financials. Vijay Barad seconded. Motion carried (4) votes to (0).

OLD BUSINESS

N/A

NEW BUSINESS

A. Consider Approving Event Name Change from Oaks Festival to Autumn Equinox Festival

Vijay Barad made a motion to approve the name change to Autumn Equinox. Dottie Graham seconded. Motion carried (4) votes to (0).

B. Consider Approving Event Name Change from Summer Beach Days to End of Summer Block Party

Caroline Moser made a motion to approve the name change to End of Summer Block Party. Dottie Graham seconded. Motion carried (4) votes to (0).

C. Consider Approving Bed Races to be held on Saturday instead of Friday.

Dottie Graham made a motion to approve the Bed Races to be held of Saturday instead of Friday. Neal Cheek seconded. Motion carried (4) votes to (0).

D. Consider Adopting Meeting Calendar

Caroline Moser made a motion to approve the name change to Autumn Equinox. Vijay Barad seconded. Motion carried (4) votes to (0).

E. Budget Workshop (Proposed Budget)

Summary of Discussion:

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Lynn presented an MTDA proposed budget, Occupancy tax history, budget vs. actuals and history, and a spreadsheet of events and projected costs for the remainder of the year. The budget 80k from is from occupancy tax. This amount does not include the vendor amount from DB. Lynn and Jennifer opened up discussion for the board on the items received.

Discussed researching and about losing and regaining our 501-c3 and how the main concern was the liability. Discussed into adding a Social District. Caroline has agreed that adding a Social District would be huge for the Town. Dottie Graham agreed as well for it to help the boutiques and shops for Wine Walks/Crawls. Dottie asked about interest on MTDA fund balance. The amount for grants has been brought up and was asked if MTDA grant budget could go higher.

F. Consider MTDA Grant Funding Requests

The MTDA Board received a list of grants that was submitted. The official vote will be held in the June MTDA meeting. Caroline Moser made a motion to table the consideration of the MTDA Grant Funding Requests. Dottie Graham seconded. Motion carried (4) votes to (0).

G. Consider Adoption of Resolution to Call for a Public Hearing regarding the FY24-25 Annual Budget on June 12th, 2024 at 5:30PM located at the Mocksville Town Hall 171 S. Clement Street.

Dottie Graham made a motion to approve the adoption of resolution to Call for a Public Hearing regarding the FY 24-25 Annual Budget. Neal Cheek seconded. Motion carried (4) votes to (0).

H. Consider MTDA Recommendation to Mocksville Town Board to Amend MTDA By-Laws and Resolution.

Neal Cheek made a motion to approve the amendment of MTDA By-Laws and Resolution. Caroline Moser seconded. Motion carried (4) votes to (0).

I. Consider MTDA Vice Chairman

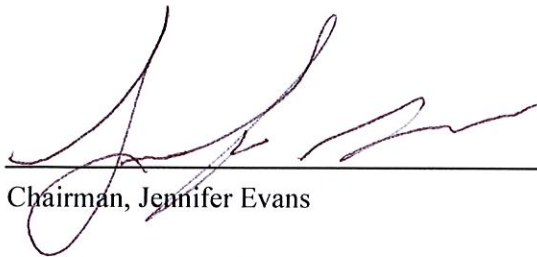
Caroline Moser made a motion to table the adoption of an MTDA Vice Chairman. Neal Cheek seconded. Motion carried (4) votes to (0).

BOARD MEMBER COMMENTS

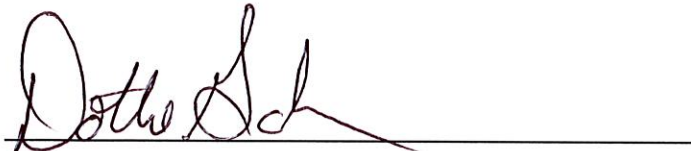
Caroline wants to meet with Jennifer since she is new and wants to schedule time to sit with Bermuda Run TDA to make sure we are both covered, especially with Jeanna going to both of them for interviews. Dottie has mentioned that this has been one of the most informative MTDA meetings. It was also brought up that it was great to have the Agenda Packet prior to the meeting.

ADJOURNMENT

With no further business to discuss, Caroline Moser made a motion to adjourn the meeting with a second from Vijay Barad. The meeting adjourned at 6:55 p.m.



Chairman, Jennifer Evans



Board Member, Dottie Graham