

TOURISM DEVELOPMENT AUTHORITY**June 25, 2019****2:45 PM****301 North Queen Street
Kinston, North Carolina 28501**

Meeting called by: Chairman Gram Spear
Authority Members: Joe Hargitt, Stephen Hill, Clara Jones Moore, Linda Rouse Sutton, Joe Tyson,
Matthew Young
Guest: Michael Whitfield

AGENDA**CALL TO ORDER**

Gram Spear

2:45 PM Public Hearing

MINUTES

Gram Spear

- May 2019

FINANCIALSMatt Young, Gram Spear &
Michael Whitfield

- December 2018 (review)
- January 2019
- February 2019
- March 2019
- April 2019
- May 2019 (Consider Tabling May 2019)
- 2019/20 Budget Presentation
- 2019/20 Budget Adoption

OLD BUSINESS:

By-Laws Kinston-Lenoir County Tourism Development Authority –
Article III, Section II - Officers

The officers of the Authority shall be the Chairman, Vice Chairman, Secretary and Treasurer elected annually at the first regular scheduled meeting of the new administrative year (July 2019). *See attached document copied from the By-Laws.*

- Chairman
- Vice Chairman
- Secretary
- Treasurer
- Social Media

EXECUTIVE DIRECTOR REPORT:

Brenda Canup

ASSISTANT EXECUTIVE DIRECTOR REPORT:

Jan Parson

- SETRAC Grant Reports: Flue at Tobacco Square
- Generators
- South by Somewhere contract
- Parks & Recreation bus
- Wayfinding & Branding
- Website

Next Meeting: 3 PM, July 16, 2019

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Kinston Lenoir County Chamber of Commerce Conference Room
June 25, 2019**

AUTHORITY PRESENT: Gram Spear, Stephen Hill, Joe Hargitt, Linda Sutton, Joe Tyson, Matthew Young, Clara Moore

AUTHORITY ABSENT:

STAFF PRESENT: Jan Parson and Brenda Canup

GUEST: Michael Whitfield

PUBLIC HEARING: Chairman Spear called the Public Hearing to order 2:45 PM. One guest attended the hearing and stated that she lived in Kinston. She stated that she was attending the meeting so that she could gain information about the Tourism Development Authority and Visit Kinston. Chairman Spear called the Public Hearing Closed at 3:00 pm.

CALL TO ORDER:

Chairman Spear called the meeting to order following the Public Hearing at 3:01 pm in the Kinston-Lenoir County Chamber of Commerce Conference Room, 301 N. Queen Street. Chairman Spear welcomed Michael Whitfield, CPA with Sitterson & Whitfield. Chairman Spear advised the Board that Michael Whitfield is now handling the financials for the TDA.

- I. MINUTES – Chairman Gram Spear**
Chairman Spear asked the Board to review the May 2019 minutes. He asked if there were any additions or corrections to the minutes. There being no comments or corrections, **upon motion by Joe Tyson and second by Linda Sutton the minutes were unanimously accepted as presented.**
- II. FINANCIAL REPORT – Michael Whitfield**
Michael Whitfield gave a year to date report for the TDA financials as of June 2019. He presented January 2019, February 2019, March 2019, and April 2019 Financials. **Upon motion by Matt Young and second by Joe Hargitt the January 2019 financials were accepted as presented. The Board unanimously approved the motion. Upon motion by Stephen Hill and second by Linda Sutton the February 2019, March 2019 and April 2019 were accepted as presented. The Board unanimously approved the motion.** Michael Whitfield gave a review of the May 2019 Financials. He reported that the May 2019 occupancy tax revenues had not been received as of June 25, 2019 therefore he could only estimate the amount of revenues that would be received for May 2019. **Upon motion by Stephen Hill and second by Clara Moore the Board unanimously voted to Table the May 2019 Financials.**

2019/2020 BUDGET PRESENTATION – Michael Whitfield and Gram Spear
Chairman Spear and Michael Whitfield presented the 2019/2020 Kinston-Lenoir County Tourism Development Authority Proposed Budget. Chairman Spear reported that the Marketing and Tourism breakdown and a list of assets will be reviewed in the July 2019 meeting. **Upon motion by Joe Tyson and second by Matt Young the 2019/2020 Kinston-Lenoir County Tourism Development Authority Budget was unanimously approved as presented.**

Joe Tyson asked that the Board have something in writing regarding the past agreement as to what the TDA, City, and County would provide in funding for the Visitors Center. Jan Parson will review documents to provide that information to the Board in July 2019. Matt Young mentioned that the 2019/2020 Budget includes some increases in pay for part-time employees. He stated that the increase is well deserved. Gram Spear advised the Board that they should feel free to call Michael Whitfield at any time that they may have any questions.

- III. OLD BUSINESS – Gram Spear**
Chairman Spear advised the Board that according to the Kinston-Lenoir County Tourism Development Authority By-Laws the Chairman, Vice Chair, Secretary, Treasurer must be elected annually in the first regular scheduled

meeting of the new administrative year (July 2019). He also advised the depository bank would be approved in the July 2019 meeting.

IV. INTERIM EXECUTIVE DIRECTOR REPORT – Brenda Canup

Executive Director Canup gave a report on the Chamber events over the last month.

IV. ASSISTANT DIRECTOR REPORT – Jan Parson

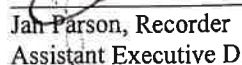
Jan Parson reported the following:

- SETRAC Grants – Flue at Tobacco Square taking care of final details.
 - Generators – American Tool Rental has reported that they have 7 generators owned by the TDA that they valued at approximately \$350.00 each. They would like first refusal if the TDA sells the generators. **Joe Hargitt made the motion second by Matt Young that the TDA sell the generators to American Tool Rentals for \$350.00 each.**
 - South by Somewhere – 2nd payment of \$50,000.00 sponsorship due in July 2019. (\$25,000.00 due in July 2019)
 - Parks & Recreation bus that TDA funded \$12,000.00 toward purchasing is not running. Scott Alston with Parks & Recreation reported to Jan Parson that they do not plan to repair the bus.
 - Wayfinding and Branding – Arnett Muldrow and Shawn Terpak expect to send the final report any day and an invoice.
 - Website update – a list of needed information has been provided by Spencer Bunting at Red Shark. Staff is working on the providing info on the list to Red Shark.
 - Hampton Inn – Clara Moore reported that the Hampton Inn is projected to open by September 2019.
 - Social Media information – French Vaughn, High Tide Communications, Magic Mile Media and Red Shark have been contacted about quoting a price for providing social media marketing for TDA. Visit NC has also provided a list of contacts for the same. That list will be contacted as well.
- A report will be available to the Board.

Chairman Spear asked if there was any other business to discuss. **There being no further business to transact Joe Tyson made the motion to adjourn the meeting, second by Matt Young. Chairman Spear declared the meeting adjourned.**


Gram Spear, Chairman
Kinston-Lenoir County Convention and Visitors Bureau

7/18/19
Date


Jan Parson, Recorder
Assistant Executive Director

7-16-19
Date

TOURISM DEVELOPMENT AUTHORITY

July 16, 2019

3:00 PM

301 North Queen Street

Kinston, North Carolina 28501

Meeting called by: Vice Chairman Joe Tyson

Authority Members: Joe Hargitt, Stephen Hill, Clara Jones Moore, Linda Sutton, Joe Tyson, Matthew Young

AGENDA

CALL TO ORDER

Joe Tyson

Election of Officers and Depository Bank:

- Chair of the Board
- Vice Chair of the Board
- Treasurer
- Secretary
- Finance Officer
- Bank Depository

MINUTES

Joe Tyson

- June 2019

FINANCIALS

Matt Young

- May 2019
- June 2019

ASSISTANT EXECUTIVE DIRECTOR REPORT

Jan Parson

- SETRAC Grant updates
- Visit Kinston website
- Wayfinding
- MarKay Media Contract South by Somewhere

SETRAC GRANT DELIBERATIONS AND AWARDS

- Community Council for the Arts – Marketing Fall and Winter Concert Series
- Mother Earth Brewing - 10th Anniversary Celebration
- CSS Neuse Gunboat Association/CSS Neuse Museum - Phase III Wartime Kinston
- Lenoir County Historical Association – Capital-Structural Integrity Harmony Hall

INTERIM EXECUTIVE DIRECTOR REPORT

Brenda Canup

ADJOURN

NEXT MEETING AUGUST 20, 2019

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Kinston Lenoir County Chamber of Commerce Conference Room
July 16, 2019**

AUTHORITY PRESENT: Joe Hargitt, Stephen Hill, Clara Jones Moore, Joe Tyson, Matthew Young

AUTHORITY ABSENT: Linda Rouse Sutton, Gram Spear

STAFF PRESENT: Jan Parson and Brenda Canup

CALL TO ORDER:

Vice Chair Tyson called the meeting to order at 3:05 pm in the Conference Room at the Kinston-Lenoir County Chamber of Commerce, 301 N. Queen Street.

I. MINUTES – Joe Tyson

Vice Chair Tyson asked the Board to consider approving the following slate of officers in compliance with the By Laws of the Kinston-Lenoir County Tourism Development Authority:

- Chairman-Gram Spear
- Vice Chairman-Joe Hargitt
- Secretary-Jan Parson
- Treasurer-Matt Young
- Ex-Officio Finance Officer of the Authority-Sandra Barrs, Lenoir County Finance Officer
- Deputy Finance Officers-Donna Goodman Jones, Michael Whitfield, CPA

Upon motion by Stephen Hill and second by Clara Moore the Board unanimously accepted the slate of officers as presented.

Chairman Tyson asked the Board to consider approval of BB&T as the official bank depository for the Kinston-Lenoir County Tourism Development Authority. **Upon motion by Stephen Hill and second by Clara Moore the Board unanimously approved BB&T as the official bank depository.**

Vice Chair Tyson asked the Board to review the June 2019 minutes. He asked if there were any additions or corrections to the minutes. There being no further comments or corrections, **upon motion by Matt Young and second by Joe Hargitt the minutes were accepted as presented by unanimous approval.**

II. FINANCIAL REPORT – Matthew Young

Matthew Young presented the May 2019 financial report. There being no changes or corrections to the financials, **upon motion by Joe Hargitt and second by Stephen Hill, the Board unanimously approved the May 2019 financials**, Treasurer Young presented the June 2019 financial report and advised the Board that CPA Michael Whitfield recommended that they Table the June 2019 financial report until the next meeting, **upon motion Clara Moore and second by Joe Hargitt, the Board unanimously voted to Table the 2019 June financials.,**

III. ASSISTANT EXECUTIVE DIRECTOR REPORT – Jan Parson

Assistant Director Parson reported the following:

- SETRAC Grant updates-Community Council for the Arts has submitted reports to close outstanding SETRAC Grants:
16-17 Pottery Room Upgrades-Sandy Landis, Director of the Community Council for the Arts has submitted a letter requesting that the TDA Board rescind the grant and allow her to resubmit when the Community Council for the Arts has notification regarding a joint pottery project with partners from ECU, the CCA, SmART Kinston and possibly LCC. Following a brief discussion regarding the possible joint funding for the project **Joe Hargitt made the motion to return the**

\$14,550.00 allocated for a SETRAC Grant in 16-17 for Pottery Room Upgrades to SETRAC Grant funds.

IV. SETRAC GRANT AGENDA AND FUNDING – Joe Tyson

Vice Chairman Tyson reviewed the 2019-20 Cycle I SETRAC Grant Committee's recommendations.

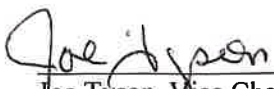
Following the review of the recommendations from the SETRAC Grant Committee the Board discussed and acted on each SETRAC Grant as listed on the chart below.

Before deliberating on the Mother Earth Brewing 10th Anniversary Celebration SETRAC Grant Stephen Hill, owner of Mother Earth Brewing asked to be excused from the deliberations and voting on the Mother Earth 10th Anniversary Celebration grant. **Joe Hargitt made a motion to excuse Stephen Hill as requested, seconded by Clara Moore.**

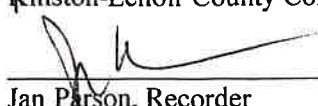
Before deliberating and voting on the CSS Neuse Museum SETRAC Grant request Matt Young, CSS Neuse Museum Site Manager asked to be excused from the discussion and voting on the CSS Neuse Museum/Gunboat Association SETRAC Grant. **Stephen Hill made the motion to excuse Matt Young as requested, seconded by Clara Moore.**

	Project	Awarded	Motion	Second	Vote
Community Council for the Arts	Marketing/Fall/Winter Concert Series	\$14,550.00	Matt Young	Stephen Hill	Unanimous
Mother Earth Brewing, LLC	Marketing/M E 10th Anniversary Cel.	\$8,995.00	Joe Hargitt	Matt Young	Unanimous/Stephen Hill Excused
CSS Neuse Gunboat/CSS Neuse Museum	Capital/Phase III Wartime Kinston	\$5,000.00	Stephen Hill	Clara Moore	Unanimous/Matt Young Excused
Lenoir Co. Hist. Association	Capital/Structural Integrity Harmony Hall	\$8,000.00	Matt Young	Stephen Hill	Unanimous
Wood Ducks City of Kinston	Capital/Sign \$39,000 3 yr. Commitment @ \$13,000.00 (3 of 3)	\$13,000.00	Matt Young	Stephen Hill	Unanimous

Vice Chair Tyson asked if there was any other business to discuss. Thereupon with no further business to transact Vice Chair Tyson declared the meeting adjourned.


Joe Tyson, Vice Chairman
Kinston-Lenoir County Convention and Visitors Bureau

Date


Jan Parson, Recorder
Assistant Executive Director


Date

KINSTON-LENOIR COUNTY TOURISM DEVELOPMENT AUTHORITY

August 20, 2019

3 PM

301 North Queen Street

Kinston, North Carolina 28501

Meeting called by:

Chairman Gram Spear

Authority Members:

Joe Hargitt, Stephen Hill, Clara Jones Moore, Linda Rouse Sutton, Joe Tyson,
Matthew Young

Staff:

Brenda Canup, Jan Parson

AGENDA

CALL TO ORDER

Gram Spear

MINUTES

Gram Spear

- July 2019

FINANCIALS

GRAM SPEAR

- June 2019
- July 2019

OLD BUSINESS:

- Budget Officer

EXECUTIVE DIRECTOR REPORT:

Brenda Canup

ASSISTANT EXECUTIVE DIRECTOR REPORT:

Jan Parson

- SETRAC Grant Reports:
- Generators
- Wayfinding & Branding
- Website
- Hampton Inn

ADJOURN

Next Meeting: 3 PM, September 17, 2019

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Kinston Lenoir County Chamber of Commerce Conference Room
August 20, 2019**

AUTHORITY PRESENT: Gram Spear, Joe Hargitt, Stephen Hill, Clara Moore, Linda Sutton, Joe Tyson,

AUTHORITY ABSENT: Matthew Young

STAFF PRESENT: Jan Parson and Brenda Canup

CALL TO ORDER:

Chairman Spear called the meeting to order at 3:01 pm in the Kinston-Lenoir County Chamber of Commerce Conference Room, 301 N. Queen Street.

- I. MINUTES – Gram Spear**
Chairman Spear asked the Board to review the July 2019 minutes. He asked if there were any additions or corrections to the minutes. There being no comments or corrections, **upon motion by Joe Tyson and second by Linda Sutton the minutes were unanimously accepted as presented.**
- II. FINANCIAL REPORT – Gram Spear**
Chairman Spear asked the Board to review the June 2019 financial report which had been updated to reflect any changes from the June 2019 financial report previously presented and Tabled on July 16, 2019. There being no further comments or corrections, **upon motion by Joe Tyson and second by Linda Sutton the Board voted unanimously to approve the June 2019 financial report.** Chairman Spear asked the Board to review the July 2019 financials. Following a brief discussion to Table the July 2019 financials until the August 2019 meeting, **Joe Tyson made the motion to Table the July 2019 Financials until the August 2019 meeting, second by Clara Moore. There being no further comments or corrections the Board unanimously voted to Table the July 2019 Financials.**
- III.** Assistant Director Jan Parson mentioned that the TDA Board is required to appoint a Budget Officer pursuant to NCGS 159-9 Budget Officer appointment, **Stephen Hill made the motion to appoint Michael Whitfield, CPA and Donna Jones, Finance Officer, Kinston-Lenoir County Chamber of Commerce as the Budget Officers for the Kinston-Lenoir County Tourism Development Authority, second by Clara Moore. The Board unanimously approved the motion.**
- IV. OLD BUSINESS:**
Clara Moore reported that the Hampton Inn will not open in October 2019. Opening has been postponed to complete technical upgrades.
- V. INTERIM EXECUTIVE DIRECTOR REPORT – Brenda Canup**
 - Executive Director Canup gave an update on Chamber activities and projects.
- VI. ASSISTANT DIRECTOR REPORT – Jan Parson**
Jan Parson reported the following:
 - SETRAC Grant Reports: SmART Kinston staff working on closing out SETRAC Grants.
 - Generators-American Tools has been invoiced and payment by check for the generators came in the mail today. Donna Jones will prepare the check for deposit.
 - Wayfinding and Branding – project complete by Arnett & Muldrow.
 - Website – a contracted employee will provide information/photos needed by Red Shark to complete the VistiKinston website.

Joe Tyson made the motion to convene into Closed Session in accordance with North Carolina General Statute 143-318.11 (5) to discuss material terms of a contract, second by Stephen Hill, the Board unanimously approved the motion and convened into Closed Session at 3:27 pm.

Motion to reconvene in General Session was made by Joe Tyson at 3:50 pm, second by Stephen Hill no action was taken in the Closed Session.

Chairman Spear asked if there was any other business to discuss. Thereupon, with no further business to transact Chairman Spear declared the meeting adjourned.

Gram Spear, Chairman
Kinston-Lenoir County Convention and Visitors Bureau

09/11/19

Date

Jan Parson, Recorder
Assistant Executive Director

09/11/19

Date

TOURISM DEVELOPMENT AUTHORITY**September 17, 2019****3:00 PM****301 North Queen Street****Kinston, North Carolina 28501**

Meeting called by: Chairman Gram Spear

Authority Members: Joe Hargitt, Stephen Hill, Clara Jones Moore, Linda Rouse Sutton, Joe Tyson, Matthew Young

AGENDA**CALL TO ORDER**

Gram Spear

MINUTES

Gram Spear

- August 2019

FINANCIALS

Matt Young

- July 2019
- August 2019

OLD BUSINESS

- Hampton Inn opening update.

NEW BUSINESS

- Magellan Strategies

INTERIM EXECUTIVE DIRECTOR REPORT

Brenda Canup

ASSISTANT EXECUTIVE DIRECTOR REPORT

Jan Parson

- SETRAC Grant Updates – Flue
- Generator Report
- Wayfinding & Branding
- Website update

ADJOURN**Next meeting at 3:00 PM, October 15, 2019**

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Kinston Lenoir County Chamber of Commerce Conference Room
September 17, 2019**

MEMBERS PRESENT: Gram Spear, Joe Hargitt, Clara Moore, Joe Tyson, Matthew Young

MEMBERS ABSENT: Stephen Hill. Linda Sutton

STAFF PRESENT: Jan Parson and Brenda Canup

CALL TO ORDER:

Chairman Spear called the meeting to order at 3:00 pm in the Kinston-Lenoir County Chamber of Commerce Conference Room, 301 N. Queen Street.

I. MINUTES – Gram Spear

Chairman Spear asked the Board to review the August 2019 minutes. He asked if there were any additions or corrections to the minutes. There being no comments or corrections, **upon motion by Joe Tyson and second by Joe Hargitt the minutes were unanimously accepted as presented.**

II. FINANCIAL REPORT – Matthew Young

Chairman Spear asked the Board to review the July 2019 financial report which had been presented and Tabled in the August meeting. There being no further comments or corrections, **upon motion by Joe Tyson and second by Joe Hargitt the Board voted unanimously to approve the July 2019 financial report.** Chairman Spear asked the Board to review the August 2019 financials. Following a brief discussion Clara Moore made the motion to **Table the August 2019 Financials until the September 2019 meeting, second by Joe Hargitt. There being no further comments or corrections the Board unanimously voted to Table the August 2019 Financials.**

III. OLD BUSINESS:

Clara Moore reported that the Hampton Inn will not open in October 2019.

IV. NEW BUSINESS:

Gram Spear asked the Board to consider contracting with Magellan Strategies as consultants to help with transitions and a possible strategic plan for the Tourism Development Authority, Convention & Visitors Bureau and Visit Kinston. Upon motion by Joe Tyson and second by Matthew Young the Board unanimously voted to contract with Magellan Strategies as consultants.

V. INTERIM EXECUTIVE DIRECTOR REPORT – Brenda Canup

Interim Brenda Canup gave a report on the following:

- Business After Hours – UNC Lenoir Health Care/Family Birth Center, September 19
Cherry Energy, October 8
- Wake Up Lenoir Legislative Breakfast – Kinston Country Club, October 18
- Education Foundation Spelling Bee – King's Restaurant/Banquet Room, October 29

VI. ASSISTANT DIRECTOR REPORT – Jan Parson

Jan Parson reported the following:

- SETRAC Grant Reports: Flue
- Generators-American Tools has paid by check.
- Wayfinding and Branding – project complete by Arnett & Muldrow.
- Website – Richard Clark, a contracted employee has provided information/photos needed by Red Shark to complete the VisitKinston website.

Matthew Young made the motion to go into Closed Session in accordance with North Carolina General Statute 143-318.11 to discuss terms of a contract, second by Joe Hargitt, the Board unanimously approved the motion and went into Closed Session at 3:17 pm. No action was taken in the Closed Session.

Joe Tyson made the motion to end the Closed Session and to reconvene into General Session at 4:22 pm and stated that no action was taken in the Closed Session, second by Matthew Young.

Chairman Spear asked if there was any other business to discuss. Thereupon, with no further business to transact Chairman Spear declared the meeting adjourned.

Gram Spear, Chairman
Kinston-Lenoir County Convention and Visitors Bureau

Jan Parson, Recorder
Assistant Executive Director

10/5/19
Date

10/5/18
Date

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Kinston Lenoir County Chamber of Commerce Conference Room
September 17, 2019
Special Session Minutes**

MEMBERS PRESENT: Gram Spear, Joe Hargitt, Clara Moore, Joe Tyson, Matthew Young

MEMBERS ABSENT: Stephen Hill. Linda Sutton

STAFF PRESENT: None

CALL TO ORDER:

Chairman Spear called the meeting to order at 3:00 pm in the Kinston-Lenoir County Chamber of Commerce Conference Room, 301 N. Queen Street.

Matthew Young made the motion to convene into Closed Session in accordance with North Carolina General Statute 143-318.11(a)(5) to discuss terms of a contract, second by Joe Hargitt, the Board unanimously approved the motion and went into Closed Session at 3:17 pm. No action was taken in the Closed Session.

Discussions were had concerning the employment contract the TDA has with the Chamber of Commerce and the future of that contract and the options of mutually canceling the agreement early or waiting until the completion of the agreement.

Joe Tyson made the motion to end the Closed Session and to reconvene into General Session at 4:22 pm and stated that no action was taken in the Closed Session, second by Matthew Young.

Gram Spear, Chairman
Kinston-Lenoir County Tourism Development Authority

Date 10/22/19

Congressman had weighed Senate run after incumbent wavered on Trump support

By Gary D. Robertson
The Associated Press

RALEIGH — U.S. Rep. Mark Walker announced Thursday that he won't challenge Sen. Thom Tillis in North Carolina's Republican primary next year, a move that reflects a state political environment where a candidate's support for President Donald Trump can help make or break a campaign.



Walker

Walker said he'll focus on remaining in the House, rather than trying to move over to the Senate, even after some state Republicans publicly had urged him on to take on Tillis. Walker also said he talked with Trump about a run.

Walker, who chairs the conservative Republican

Study Committee, is now in his third term representing a central North Carolina district anchored in and around Greensboro.

"After prayerful reflection and consideration, I am confident that my continued service in the House will best help our efforts to reclaim the majority from Nancy Pelosi and advance our shared conservative goals," Walker said in Thursday's statement.

While Tillis already faces a GOP challenger next March in retired Raleigh financier Garland Tucker, Walker's entry would have pitted two Republican rising stars in Washington against one another in a massively expensive primary. Some Republicans worry a blistering primary in a battleground state could weaken general election efforts to keep the Senate and White House in Republican hands.

Walker told reporters at last weekend's state GOP convention that he had talked with Trump in the Oval Office about a run. Trump had not taken a public stand in the primary,

however.

"The support from President Trump and conservatives across North Carolina in encouraging me to run for the Senate has been deeply humbling," Walker said Thursday, but the most important thing is to "keep North Carolina red for President Trump."

Walker's name surfaced as GOP activists complained Tillis hadn't supported Trump enough. Some were particularly unhappy with Tillis' initial opposition to Trump's emergency declaration for a U.S.-Mexico border wall. But Tillis later changed his mind and voted to support the declaration. Tillis said he did so after the president acknowledged to him some changes were needed to emergency powers laws.

Tillis has since intensified his public support for the president. In recent weeks, his campaign has highlighted his endorsement by South Carolina Sen. Lindsey Graham, one of Trump's closest Capitol allies. A video shows Graham praising

Tillis for his role defending Supreme Court Justice Brett Kavanaugh during his confirmation hearing in the fall.

Vice President Mike Pence and Tillis were featured guests last month at a Greensboro fundraiser that was publicized as a Trump-Pence re-election event. Guests also gave to the Tillis campaign.

Tillis, a former state House speaker, narrowly upset Democratic Sen. Kay Hagan in 2014 after a GOP primary where several opponents questioned his conservative credentials. Tucker, a first-time candidate known previously for making campaign donations, is leveling similar criticisms, with a focus on Tillis' differences with Trump.

In a recent interview, Tillis said his voting record in support of Trump and his policies ranked near the top of Republicans in the state's congressional delegation. Still, Tillis' office routinely promotes his bipartisan legislation — a reflection of the needle he must thread in a closely divided state.

and his parents. In lieu of flowers donations may be made to Community Funeral Home, P.O. Box 715, Beulaville, NC 28518 for a college fund for Miller and Miles. Arrangements are by Community Funeral Home of Beulaville.

Rosa Lee Smith McCoy

KINSTON — Rosa Lee Smith McCoy, 95, of 1406 Hardee Road, died Sunday, June 9, 2019, at her home. The funeral will be held at 11 a.m. Saturday, June 15, at Rouse's Abundant Life Church in Ayden. Burial will follow in Pinelawn Memorial and Cremations, Ayden.

Home in Snow Hill.

Laura Moore "Wee" Hall

GRIFTON — Laura Moore "Pee Wee" Hall, 73, of 245 Contentnea St., died Monday, June 10, 2019. The funeral service will be Saturday, June 15, at 1 p.m. at Grifton Chapel Church of Christ DOC. Burial will follow Evergreen Memorial Estates. Viewing will be Friday from 6-8 p.m. at the funeral home. The family will receive family and friends at 257 Tucker St., Grifton. Arrangements are by Charles Edwards Funeral Home and Cremations, Ayden.

PLEASE RECYCLE THIS PAPER

Public Notice
The Kinston-Lenoir County Tourism Development Authority will accept 2019/20 Cycle I Special Events and Tourism Related Activities Committee (SETRAC) Grant Applications at 301 North Queen Street, Kinston, NC 28501 until 12 noon, June 28, 2019.
SETRAC Grant Guidelines and Applications can be found at <https://www.kinstonchamber.com/visit/lenoircounty/lenoir-setrac-grants-program/>.

The Special Events and Tourism Related Activities Committee (SETRAC) Grant Program is administered by the Kinston/Lenoir County Tourism Development Authority/Kinston/Lenoir County Convention & Visitors Bureau. SETRAC Grants will be awarded during the Tuesday, July 16, 2019, Kinston/Lenoir County Tourism Development Authority Meeting, held at 3:30 pm in the Kinston/Lenoir County Chamber of Commerce Board Room at 301 North Queen Street.
The SETRAC Grant program exists to stimulate and assist Kinston/Lenoir County organizations and agencies in the enhancement, promotion and marketing of tourism and culturally related events and activities.

The objectives of the program is to give greater scope to innovative ideas and help organizations and agencies undertake activities that would not be considered without special funding.
Funding for the SETRAC program is authorized under NC House Bill 817 — Chapter 561 which states:

The Authority may spend funds remitted to it under this subsection only to further the development of travel, tourism, and conventions in Kinston/Lenoir County through advertising and promotion, to sponsor tourist-oriented events and activities in Kinston/Lenoir County, and to finance tourist-related capital projects in Kinston/Lenoir County.

FAMILY WORSHIP CENTER "MINISTRY OF RESTORATION"
1306 N. Queen Street, Kinston, NC

RESTORING OUR FATHERS

Saving Our Sons

FELLOWSHIP BREAKFAST

TOURISM DEVELOPMENT AUTHORITY**October 15, 2019****1:30 PM****301 North Queen Street****Kinston, North Carolina 28501**

Meeting called by: Chairman Gram Spear

Authority Members: Joe Hargitt, Stephen Hill, Clara Jones Moore, Linda Rouse Sutton, Joe Tyson, Matthew Young

AGENDA**CALL TO ORDER**

Gram Spear

MINUTES

Gram Spear

- September 2019

FINANCIALS

Matt Young

- August 2019
- September 2019

OLD BUSINESS

GRAM SPEAR

NEW BUSINESS

GRAM SPEAR

- Magellan Strategies

INTERIM EXECUTIVE DIRECTOR REPORT

Brenda Canup

ASSISTANT EXECUTIVE DIRECTOR REPORT

Jan Parson

- TDA Committees
- Website update – Red Shark, Edge 360, and Everwondr

CLOSED SESSION**ADJOURN****Next meeting at 3:00 PM, November 19, 2019**

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Kinston Lenoir County Chamber of Commerce Conference Room
October 15, 2019**

AUTHORITY PRESENT: Gram Spear, Joe Hargitt, Linda Sutton, Joe Tyson, Matthew Young

AUTHORITY ABSENT: Clara Moore, Stephen Hill

STAFF PRESENT: Jan Parson and Brenda Canup

GUESTS: Chris Cavanaugh, Magellan Strategy Group, Jim Godfrey, Citizen, Junius Smith, III, Magic Mile Media, Chris Segal and Brandon Davis, The Free Press

CALL TO ORDER:

Chairman Spear called the meeting to order at 1:30 pm in the Kinston-Lenoir County Chamber of Commerce Conference Room, 301 N. Queen Street.

I. MINUTES – Gram Spear

Chairman Spear asked the Board to review the September 2019 minutes. He asked if there were any additions or corrections to the minutes. There being no comments or corrections, **upon motion by Joe Tyson and second by Matthew Young the minutes were unanimously accepted as presented.** Chairman Spear asked the Board to review the minutes from the September 17, 2019 Closed Session. **Upon motion by Matthew Young and second by Joe Hargitt the Board unanimously approved the September 17, 2019 Closed Session minutes as presented.**

II. FINANCIAL REPORT – Matthew Young

Chairman Spear asked the Board to review the August 2019 financial report which had been presented and Tabled in the August meeting. There being no further comments or corrections, **upon motion by Linda Sutton and second by Joe Hargitt the Board voted unanimously to approve the August 2019 financial report.** Chairman Spear asked the Board to review the September 2019 financial report. Treasurer Matthew Young advised the Board that the Occupancy Tax revenues passed on by the City for the month of September had not yet been received. **Upon motion by Matthew Young and second by Joe Tyson the Board unanimously voted to Table the September 2019 Financials until the October 2019 meeting.**

III. OLD BUSINESS:

No Old Business was reported.

IV. NEW BUSINESS:

Chairman Spear asked the Board to consider an Engagement for Legal Representation with James “Jim” Cauley, III of Cauley and Pridgen P.A. Lawyers. (Copy of Contract attached to minutes.) He stated that Cauley will provide legal assistance as needed for the TDA Board. **Upon motion by Linda Sutton and second by Joe Tyson the Board unanimously voted to engage James “Jim” Cauley, III of Cauley and Pridgen P.A. as legal advisor to the Kinston-Lenoir County Tourism Development Authority.**

Joe Tyson stated that he and Chairman Spear had discussion with Chamber of Commerce Chairman of the Board, Judy Jones, Brenda Canup and several other Chamber board members concerning changes of staffing, search for Chamber President and TDA staffing and missions of both agencies. Following the discussion they unanimously concluded that both agencies would benefit from a separation of the Kinston-Lenoir County Tourism Development Authority and the Kinston-Lenoir County Chamber of Commerce and that the current contract agreement would end as of December 31, 2019 upon vote and approval from both the Chamber of Commerce Board and the Tourism Development Authority. **Upon**

motion by Joe Tyson and second by Joe Hargitt the Board unanimously voted to dissolve the contract between the Kinston-Lenoir County Tourism Development Authority and the Kinston-Lenoir County Chamber of Commerce as of December 31, 2019.

Chairman Spear introduced Chris Cavanaugh, of Magellan Strategies. Mr. Cavanaugh gave an overview presentation of Destination Marketing Organization (DMO) Models in North Carolina and Elsewhere. (A copy of the presentation overview is attached to minutes.)

Chairman Spear asked the Board to consider calling a meeting on Tuesday, October 22, 2019 so that Chris Cavanaugh could return and work with the Board to facilitate planning the transition as an independent CVB/ DMO. **The Board unanimously agreed to meet at 2 pm on Tuesday, October 22, 2019.** Chris Cavanaugh will email examples of mission statements and plans to Chairman Spear. Linda Sutton stated that she would like for the TDA Board to plan a retreat to further discuss TDA planning.

V. INTERIM EXECUTIVE DIRECTOR REPORT – Brenda Canup

Interim Brenda Canup gave a report on the following:

- Business After Hours – UNC Lenoir Health Care/Family Birth Center, September 19
Cherry Energy, October 8
- Wake Up Lenoir Legislative Breakfast – Kinston Country Club, October 18
- Business Before Hours – October 29
- Education Foundation Spelling Bee – King's Restaurant/Banquet Room, October 29

VI. ASSISTANT DIRECTOR REPORT – Jan Parson

Jan Parson reported the following:

- Each board member to provide a list of which committees they serve on for TDA.
- Website – Red Shark, Edge 360 and Everwondr have submitted proposals to do additional work on www.visitkinston.com.

Linda Sutton made a motion to convene into Closed Session in accordance with North Carolina General Statute 143-318.11 (5) (6) to discuss personnel and contract terms, second by Joe Hargitt, the Board unanimously approved the motion and convened into Closed Session at 2:35 pm. No action was taken in the Closed Session.

Linda Sutton made the motion to end the Closed Session and reconvene in General Session at 3:05 pm and stated that no action was taken in the Closed Session, second by Matthew Young.

Chairman Spear asked if there was any other business to discuss. **Thereupon, with no further business to transact Chairman Spear declared the meeting adjourned.**

Gram Spear, Chairman
Kinston-Lenoir County Convention and Visitors Bureau

Jan Parson, Recorder
Assistant Executive Director

Date

Date



**In accordance to Public policy 143-318.12
Public notice of official meetings**

**Kinston-Lenoir County
Tourism Development Authority
Planning Meeting**

**The Kinston-Lenoir County Tourism Development Authority
will meet
at 2 pm on
Tuesday, October 22, 2019
in the
Kinston-Lenoir County Chamber of Commerce
Conference Room.**



**Kinston-Lenoir County TDA
Strategic Planning Meeting
October 22, 2019**

- 2:00 Introductions and objectives for today
- 2:10 Next steps as part of transition and assignment of responsibilities
- Organization type
 - Bylaws
 - HR policies
 - Job descriptions
 - Salaries and benefits, including retirement plan
 - Performance reviews and metrics
 - Incentive compensation
 - Contracted services—IT, accounting, audit, HR, legal, marketing-related
 - Ownership of assets
 - Other
- 3:00 SOAR exercise—Strengths, Opportunities, Aspirations, Results
- 3:30 Gap analysis
- Where we want to be, where we are now, and the actions needed to get there
- 4:00 Strategy review and development:
- Organizational imperatives
 - What does success look like?
 - What resources (financial, human, etc.) are required to achieve it?
 - Is it something the TDA can achieve by itself? If not, who else is needed?
- 4:45 Next steps
- 5:00 Adjourn

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Kinston Lenoir County Chamber of Commerce Conference Room
October 22, 2019**

AUTHORITY PRESENT: Gram Spear, Joe Hargitt, Stephen Hill, Linda Sutton, Matthew Young

AUTHORITY ABSENT: Clara Moore, Joe Tyson

STAFF PRESENT: Jan Parson and Brenda Canup

GUEST: Chris Cavanaugh

CALL TO ORDER:

Chairman Spear called the meeting to order at 2:00 pm in the Kinston-Lenoir County Chamber of Commerce Conference Room, 301 N. Queen Street.

Chairman Spear welcomed Chris Cavanaugh from Magellan Strategy Group and stated that the agenda for the meeting had been emailed to each member of the Board.

Chairman Spear asked each Board member to review the minutes from the September 17, 2019 closed session. Upon motion by Matt Young and second by Joe Hargitt the Board unanimously approved the minutes as presented.

Chris Cavanaugh began the planning session: (Agenda attached as Exhibit A.)

Introductions and Objectives

- Organization type – the Board considered a staffed TDA organization rather than a 501c-6 organization.

Upon motion by Matt Young and second by Joe Hargitt the Board unanimously voted the organization as the Kinston-Lenoir County Tourism Development Authority DBA Kinston-Lenoir County Convention and Visitors Bureau and Visit Kinston and employing staff.

- Bylaws – Chairman Spear stated that the attorney has a copy of the Tourism Development Authority bylaws for review and recommendations for any changes if needed.
- HR policies –HR Policies will need to be in place by January 1, 2020. Performance reviews, Incentive packages, etc. will need to be implemented.

The Board discussed the need for an HR Committee. **Stephen Hill made a motion that Matt Young and Linda Sutton serve as the HR Committee, second by Joe Hargitt, unanimous approval by the Board.**

Matt Young made a motion to convene into Closed Session in accordance with North Carolina General Statute 143-318.11 (5)(6) to discuss personnel and contract terms, second by Joe Hargitt, the Board unanimously approved the motion and convened into Closed Session at 2:40 pm.

(Minutes of the October 22, 2019 Closed session attached to these minutes as Exhibit B.)

Linda Sutton made the motion to reconvene into open session at 3:05 pm, second by Stephen Hill.

Gram Spear stated the Board had selected Jan Parson to serve as the Executive Director of the Kinston-Lenoir County Tourism Development Authority, DBA Kinston-Lenoir County Convention and Visitors Bureau and Visit Kinston offering a salary of \$50,000.00 and benefits package.

Linda Sutton made the motion to hire Jan Parson as the Executive Director of the Kinston-Lenoir County Tourism Development Authority, DBA Kinston-Lenoir County Convention and Visitors Bureau, Visit Kinston with a salary of \$50,000.00 and a benefits package, second by Joe Hargitt, the Board unanimously approved the motion.

Chris Cavanaugh continued with the planning session:

- Contracted services – the contract with Sitterson and Whitfield, CPA. will continue for financials. The Board agreed that there is a possibility of other contracted services.
- IT – Gram Spear will search for contracted IT services for new location.
- Property Committee – office location after separation.

Matt Young made a motion to appoint Gram Spear and Stephen Hill to the property committee, second by Joe Hargitt and unanimous approval.

- Ownership of Assets – Gram Spear, Jan Parson and Michael Whitfield will work together to report to the Board.

The Board participated in discussions regarding the following:

- Strengths
- Opportunities
- Aspirations
- Results
- Where do we want to be, where are we now, and the actions needed to get where we want to go.
- Strategy review and development
- Next steps

Notes from the above discussion were provided by Chris Cavanaugh and are attached to the minutes as Exhibit C.

Chairman Spear asked if there was any other business to discuss. **Thereupon, with no further business to transact Chairman Spear declared the meeting adjourned.**

Gram Spear, Chairman
Kinston-Lenoir County Convention and Visitors Bureau

Jan Parson, Recorder
Assistant Executive Director

11/15/19

Date

11/15/19

Date



**Notes from Kinston and Lenoir County Tourism Development Authority
Planning Meeting**

October 22, 2019

Strengths:

- A strong track record of success
- Experienced staff already knowledgeable about tourism and the destination
- Grants made to other organizations in support of tourism development
- The relationships that have been created within and outside the community
- Visit Kinston's statewide reputation
- The diversity of amenities and assets in the destination
- Growth in available financial resources of the organization
- The momentum in recent years of both Visit Kinston and the destination
- The Revitalization of downtown Kinston
- A tradition of Southern hospitality provided to guests in the destination

Opportunities created by the transition:

- Gives Visit Kinston staff more time to market the destination
- Expands the base of support for tourism
- Expands the management capability for the destination and the visitor experience
- Should generate additional revenue
- Enables new management of the BBQ Festival
- Allows the TDA greater freedom to initiate and/or enhance events
- Supports destination product development
- More engagement in efforts to grow the number of hotel rooms
- Expansion of the destination brand in the community

- Elevates tourism – allows us to tell the story of the power of the sector
- Encourages working with economic development to grow activity
- Builds the image of the community among external audiences

Aspirations:

- Achieve \$750K in annual occupancy tax revenue through continued growth
- Be in the top 1/3 of North Carolina counties in visitor spending
- Build a unique destination identity
- Do better storytelling
- Be an asset to economic development
- Be above reproach
- Work with “movers and shakers” to make things happen for the betterment of the community and destination
- Put more heads in beds
- Engage in networking with other community boards and destinations

Gap Analysis: How do we achieve our aspirations?

- Bring more hotel rooms to the destination in order to attract more tournaments and sporting events to the destination.
- Encourage more local retail to build visitor spending opportunities.
- Engage with the “Big Three” attractions (Mother Earth, Vivian Howard, and the ballpark) as the foundational elements of the destination experience.
- Become destination storytellers through more marketing, especially enhanced social media and media relations.
- Create greater engagement with VisitNC and participate in media missions.
- Expand internal communication with local tourism sector stakeholders.

Operational Imperatives:

- Build a destination website with visitor itineraries
- Identify and procure a location for Visit Kinston offices
- Market the destination better despite the minutiae of the executive director's job
- Raise the visibility of the destination marketing organization
- Ensure the BBQ Festival's survival and success
- Be proactive in tourism stakeholder communications
- Gain commitment and buy-in from tourism sector stakeholders
- Continue to engage with the TDA board
- Collaborate more often with local stakeholders
- Identify influencers who can build destination awareness and destination satisfaction, both locally and globally
- Address Visit Kinston's relationship with the county's visitors center
- Develop and execute an annual marketing plan
- Continue to enhance the visitor experience at every opportunity
- Revisit budget line items affected by the transition from the Chamber
- Review Visit Kinston job descriptions and rewrite as necessary
- Represent Kinston and Lenoir County tourism locally and the destination globally

Vision Statement Options

- A. Make Kinston and Lenoir County a preferred visitor destination that generates economic opportunity for all its residents.
- B. To be a leader in the global visitor economy through world-class destination marketing, visitor experiences, and local business support.
- C. A vibrant destination that serves the needs of both our guests and residents through a robust visitor economy.
- D. A destination known around the world for its gracious hospitality and unique visitor experiences.

Mission Statement Options

- A. Promote Kinston and Lenoir County as a destination through tourism marketing, product development, and stakeholder engagement.
- B. Build awareness of Kinston and Lenoir County as a destination and support the creation of dynamic and memorable visitor experiences.
- C. Lead the growth of the visitor economy in Kinston and Lenoir County by stimulating visitation through destination marketing and product development.
- D. Grow Kinston and Lenoir County's visitor economy through the marketing and development of remarkable destination experiences.

TOURISM DEVELOPMENT AUTHORITY
2019
301 North Queen Street
Kinston, North Carolina 28501

November 19, 2019,
3:00 PM

Meeting called by: Chairman Gram Spear
Authority Members: Joe Hargitt, Stephen Hill, Clara Jones Moore, Linda Rouse Sutton,
Joe Tyson, Matthew Young

AGENDA

CALL TO ORDER

Gram Spear

MINUTES

Gram Spear

- October 15, 2019 and Closed Session
- October 22, 2019

FINANCIALS

Matt Young

- September 2019
- October 2019

OLD BUSINESS

GRAM SPEAR

NEW BUSINESS

GRAM SPEAR

- TDA Property Location
- IT Report

INTERIM EXECUTIVE DIRECTOR REPORT

Brenda Canup

ASSISTANT EXECUTIVE DIRECTOR REPORT

Jan Parson

- TDA Reappointments to Board
- Website update – Edge 360 and Everwondr
- Post Office Box
- State Auditors Coach Team Consult Visit requested by Jan Parson
- Phones for new office
- BBQ Fest on the Neuse report

ADJOURN

Next meeting at 5:00 PM, December 17, 2019 location TBA

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Kinston Lenoir County Chamber of Commerce Conference Room
November 19, 2019**

AUTHORITY PRESENT: Gram Spear, Joe Hargitt, Stephen Hill, Linda Sutton, Joe Tyson, Matthew Young

AUTHORITY ABSENT: Clara Moore

STAFF PRESENT: Jan Parson

CALL TO ORDER:

Chairman Spear called the meeting to order at 3:00 pm in the Kinston-Lenoir County Chamber of Commerce Conference Room, 301 N. Queen Street.

I. MINUTES – Gram Spear

Chairman Spear asked the Board to review the October 15, 2019 Closed Session minutes and October 22, 2019 minutes. He asked if there were any additions or corrections to the minutes. There being no comments or corrections, **upon motion by Joe Tyson and second by Matthew Young the minutes were unanimously accepted as presented.**

II. FINANCIAL REPORT – Matthew Young

Matthew Young asked the Board to review the September 2019 financial report which had been presented and tabled in the October meeting. There being no further comments or corrections, **upon motion by Joe Tyson and second by Stephen Hill the Board voted unanimously to approve the September 2019 financial report.** Chairman Spear asked the Board to review the October 2019 financial report. Treasurer Matthew Young advised the Board that the Occupancy Tax revenues passed on by the city for the month of October had not yet been received. Upon motion by **Stephen Hill and second by Joe Tyson the Board unanimously voted to table the October 2019 Financials until the November 2019 meeting.**

Chairman Spear advised the Board to review the recommended amended 2019/20 Budget and that the 2019 Amended Budget was necessary due to the separating of the TDA and Chamber. The 2019 Amended Budget includes changes in revenues and expenditures due to the separation of the Chamber and the TDA. He asked the Board walk over the building located at 118 West North Street Suite A and B to do a walk thru. Returning from the walk thru of the building the Board considered recommended Amended Budget as presented. **Upon motion by Matthew Young and Second by Joe Tyson the Board unanimously approved the Amended 2019/20 Budget and appointed Chairman Gram Spear to negotiate the lease with Waylon and Tonya Adams, the owners of 118 West North Street Suite A & B as recommended as of January 1, 2020.**

Chairman Spear advised the Board that Tony Sears, Kinston City Manager had contacted him requesting funds to pay \$50,000.00 on the digital sign at Grainger Stadium. **Stephen Hill made a motion that Chairman Gram Spear negotiate a contract with the City of Kinston to pay \$50,000.00 over 5 years toward the digital sign at Grainger Stadium, second by Matthew Young.**

III. ASSISTANT DIRECTOR REPORT – Jan Parson

Jan Parson reported the following:

- TDA Board Appointments – Jan is working with City and County to update appointments.
- Website – Chris Decker and Edge 360 will update VisitKinston.com and provide IT services for the TDA.

- Post Office boxes – Jan Parson will secure PO Boxes for TDA and BBQ Fest. The accountant recommended that the BBQ Fest and TDA have separate boxes.
- The NC COACH Team met with Jan Parson, Gram Spear, David Mooring, Michael Whitfield and Matt Young. Staff asked the COACH team to offer any information regarding financial reporting that the current TDA staff may need to be aware of and any changes that may need to take place as the TDA separates from the Chamber.
- Jan Parson will work with Chris Decker to secure phone service for the new building.
- BBQ Fest on the Neuse – Jim Cauley, P.A. is working on By Laws, trademarking, and 501c3 or c6 status. Following some discussion regarding appointing a Board for the BBQ Fest on the Neuse, **Matt Young made the motion that the BBQ Fest on the Neuse Board consist of: 3 representatives from the TDA Board to include Joe Hargitt, Vice Chair of the TDA Board, two additional members of the TDA Board and 3 members of the BBQ Fest Executive Committee Joe Hargitt serves on the Executive Committee and would represents both.**

Chairman Spear asked if there was any other business to discuss. **Thereupon, with no further business to transact Chairman Spear declared the meeting adjourned.**

Gram Spear, Chairman
Kinston-Lenoir County Convention and Visitors Bureau

12/18/20

Date

Jan Parson, Recorder
Assistant Executive Director

12-18-20

Date



KINSTON-LENOIR COUNTY
CHAMBER *of* COMMERCE

Release of Rights to Festival on the Neuse (BBQ Festival)

The Executive Committee of the Board of Directors of the Kinston-Lenoir County Chamber of Commerce met on Wednesday, November 13, 2019. The Committee unanimously voted to relinquish any rights to the BBQ Fest on the Neuse, to the Kinston-Lenoir County Tourism Development Authority.

Judy O. Jones, Board Chair
Kinston-Lenoir County Chamber of Commerce

11/21/2019
Date



**In accordance to Public policy 143-318.10(b)
Public notice of official meetings
Change of time and location of the
Kinston-Lenoir County
Tourism Development Authority
December meeting.**

**The Kinston-Lenoir County Tourism Development Authority regularly scheduled meeting
for 3 pm, December 17, 2019 has been rescheduled.
The Board will meet at 6 pm, on Wednesday, December 18, 2019.**

**HOW II
710 West Vernon Avenue
Kinston, NC**

Time: 6 PM

TOURISM DEVELOPMENT AUTHORITY**December 18, 2019****6:00 PM****HOW II****710 West Vernon Avenue****Kinston, NC 28501**

Meeting called by:

Chairman Gram Spear

Authority Members:

Joe Hargitt, Stephen Hill, Clara Jones Moore, Linda Rouse Sutton,
Joe Tyson, Matthew Young**AGENDA****CALL TO ORDER**

Gram Spear

MINUTES

Gram Spear

- November 19, 2019

FINANCIALS

Matt Young

- October 2019
- November 2019

OLD BUSINESS

GRAM SPEAR

- BBQ Fest Board Appointments
- HR/Retirement
- Building lease

NEW BUSINESS

GRAM SPEAR

ASSISTANT EXECUTIVE DIRECTOR REPORT

Jan Parson

- BBQ Fest on the Neuse report
- Parks and Recreation Bus repair

ADJOURN**Next meeting:****3:00 PM, January 21, 2020****118 West North Street Suite A**

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Kinston Lenoir County Chamber of Commerce Conference Room
December 18, 2019**

AUTHORITY PRESENT: Gram Spear, Joe Hargitt, Stephen Hill, Joe Tyson, Matthew Young

AUTHORITY ABSENT: Linda Sutton, Clara Moore

STAFF PRESENT: Jan Parson, David Mooring

CALL TO ORDER:

Chairman Spear called the meeting to order at 6:00 pm HOW II

I. MINUTES – Gram Spear

Chairman Spear asked the Board to review the November 2019 minutes. He asked if there were any additions or corrections to the minutes. There being no comments or corrections, **upon motion by Joe Tyson and second by Joe Hargitt the minutes were unanimously accepted as presented.**

I. FINANCIAL REPORT – Matthew Young

Matthew Young asked the Board to review the October 2019 financial report which had been presented and Tabled in the November meeting. There being no further comments or corrections, **upon motion by Joe Tyson and second by Joe Hargitt the Board voted unanimously to approve the October 2019 financial report.** Chairman Spear asked the Board to review the November 2019 financials. Following a brief discussion to Table the November 2019 financials until the January 2020 meeting, **Joe Hargitt made the motion to Table the November 2019 Financials until the January 2020 meeting, second by Matthew Young. There being no further comments or corrections the Board unanimously voted to Table the November 2019 Financials.**

Upon motion by Matt Young and second by Joe Tyson, the board unanimously approved amending the 2019-2020 budget as proposed.

II. OLD BUSINESS:

BBQ Fest Board Appointments - Matthew Young, Gram Spear, Joe Hargitt
HR/Retirement - local government commission retirement.
Building Lease - updates provided on status of move.

III. NEW BUSINESS:

Scoreboard Update - City tabled discussion, no new motions were heard.

IV. ASSISTANT DIRECTOR REPORT – Jan Parson

Jan Parson reported the following:

BBQ Fest on the Neuse Report

Parks and Recreation Bus Repair - TDA will pay 1/2 of the cost to repair the Park and Recreation Bus as quoted by Alan Moody, total cost not to exceed \$4,000. (Total TDA not to exceed \$2,000)

Chairman Spear asked if there was any other business to discuss. **Thereupon, with no further business to transact Chairman Spear declared the meeting adjourned.**

Gram Spear, Chairman
Kinston-Lenoir County Convention and Visitors Bureau

Jan Parson, Recorder
Executive Director

Date

Date

TOURISM DEVELOPMENT AUTHORITY**January 21, 2020****3:00 PM****118 B West North Street
Kinston, NC 28501**

Meeting called by: Chairman Gram Spear
Authority Members: Joe Hargitt, Stephen Hill, Clara Jones Moore, Linda Rouse Sutton,
Joe Tyson, Matthew Young

AGENDA**CALL TO ORDER**

Gram Spear

MINUTES

Gram Spear

- December 18, 2019

FINANCIALS

Matt Young

- November 2019
- December 2019

OLD BUSINESS

GRAM SPEAR

- HR/Retirement
- Grainger Stadium Sign

NEW BUSINESS

GRAM SPEAR

ASSISTANT EXECUTIVE DIRECTOR REPORT

Jan Parson

- BBQ Fest on the Neuse report
- Parks and Recreation Bus report
- New Office Information
- Best of Our State report

ADJOURN**Next meeting:****3:00 PM, February 18, 2020****118 West North Street Suite B**

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Kinston Lenoir County Chamber of Commerce Conference Room
January 21, 2020**

AUTHORITY PRESENT: Gram Spear, Joe Hargitt, Stephen Hill, Clara Moore, Linda Sutton, Joe Tyson, Matthew Young

AUTHORITY ABSENT:

STAFF PRESENT: Jan Parson

CALL TO ORDER:

Chairman Spear called the meeting to order at 3:04 pm in the Kinston-Lenoir County Tourism Development Authority Conference Room at 118 West North Street, Kinston, NC.

I. MINUTES – Gram Spear

Chairman Spear asked the Board to review the December 18, 2019 minutes. Chairman Spear asked if there were any additions or corrections to the minutes. There being no further comments or corrections, **upon motion by Matthew Young and second by Joe Tyson the minutes were unanimously accepted as presented.**

II. FINANCIAL REPORT – Matthew Young

Treasurer Matthew Young presented the November, December 2019 financial reports. **Upon motion by Joe Hargitt and second by Linda Sutton the Board unanimously approved the November 2019 and December 2019 financials.**

III. OLD BUSINESS

- HR/Retirement – still waiting for response to inquiry regarding Local Government Retirement
- Committee working on Personnel Policy Manual
- Grainger Stadium Digital Sign – City voted to refurbish – not action to be taken by TDA at this time.

IV. EXECUTIVE DIRECTOR REPORT – Jan Parson


- BBQ Fest on the Neuse 2020
- Parks and Recreation Bus – repaired
- Leasing of office printer info presented – **Upon motion by Matthew Young and second by Joe Hargitt the Board voted unanimously to accept the proposal for month to month lease with Goeco under the pricing established for non-profits.**
- Best of Our State – Jan Parson attended and represented Visit Kinston.

V. SETRAC GRANT AGENDA AND FUNDING – Gram Spear

Joe Tyson gave a report for the SETRAC Recommendation Committee. He reported that the Committee proposed the Board move \$6,000 from available Marketing funds to Capital funds increasing available Capital funds to \$10,000.00 and leaving a balance of \$30,455.00 in Marketing funds. **Upon motion by Joe Hargitt and second by Matthew Young the Board unanimously voted to approve the committee's recommendation. Stephen Hill requested to be excused from the vote for the Mother Earth Ironclad Half Marathon and Joe Hargitt asked to be excused from the vote for the CSS Neuse Foundation. Upon Motion by Matthew Young and second by Joe Tyson the Board unanimously approved excusing both Board members from the vote as requested.**

Organization/ Attraction	Project	Marketing/ Capital	Motion	2nd	Awarded Cycle II 2019/20	
Capital						
Community Council for the Arts	Purchase Kiln and Supplies	Capital	J. Tyson	M. Young	\$ 4,000.00	Capital
Lenoir County Farmers Market	Annex Commercial Kitchen	Capital	L. Sutton	C. Moore	\$ 5,000.00	Capital \$5,000 move from Mktg. and \$5,000 Cycle I 20/21
CSS Neuse Foundation	Dock Railing on Neuse II	Capital	J. Hargitt	S. Hill	\$1,000.00	Capital move from Mktg.
Marketing						
African American Heritage Comm.	Fifth Annual Heritage Festival	Marketing	L. Sutton	M. Young	\$ 2,000.00	Marketing
Iron Clad Races, Inc.	6th Annual MEB Ironclad Half Marathon	Marketing	C. Moore	M. Young	\$ 8,500.00	Sports
Kinston-Lenoir County Parks & Recreation	Freedom Classic 2020	Marketing	M. Young	S. Hill	\$ 3,500.00	Sports

Chairman Spear asked if there was any other business to discuss. **Thereupon, with no further business to transact Chairman Spear declared the meeting adjourned.**

Gram Spear, Chairman
Kinston-Lenoir County Convention and Visitors Bureau

Jan Parson, Recorder
Executive Director

2/18/20
Date

2-18-20
Date

TOURISM DEVELOPMENT AUTHORITY**February 18, 2020****3:00 PM****118 B West North Street
Kinston, NC 28501**

Meeting called by: Chairman Gram Spear
Authority Members: Joe Hargitt, Stephen Hill, Clara Jones Moore, Linda Rouse Sutton,
Joe Tyson, Matthew Young

AGENDA**CALL TO ORDER**

Gram Spear

MINUTES

Gram Spear

- January 21, 2020

FINANCIALS

Matt Young

- December 2019
- January 2020

OLD BUSINESS

GRAM SPEAR

- Board Appointments

NEW BUSINESS

GRAM SPEAR

- Inspire ENC/ENC Pride sponsorship request
- Funding for Fireworks – Scott Alston

EXECUTIVE DIRECTOR REPORT

Jan Parson

- BBQ Fest on the Neuse report
- 1901 Group SETRAC

ADJOURN**Next meeting:****3:00 PM, March 18, 2020****118 West North Street Suite B**

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Visit Kinston Conference Room
February 18, 2020**

AUTHORITY PRESENT: Gram Spear, Joe Hargitt, Stephen Hill, Joe Tyson, Matthew Young

AUTHORITY ABSENT: Clara Moore, Linda Sutton

STAFF PRESENT: Jan Parson

CALL TO ORDER:

Chairman Spear called the meeting to order at 3:04 pm in the Kinston-Lenoir County Tourism Development Authority Conference Room at 118 West North Street, Kinston, NC.

I. MINUTES – Gram Spear

Chairman Spear asked the Board to review the January 21, 2020 minutes. Chairman Spear asked if there were any additions or corrections to the minutes. There being no further comments or corrections, **upon motion by Matthew Young and second by Joe Tyson the minutes were unanimously accepted as presented.**

II. FINANCIAL REPORT – Matthew Young

Treasurer Matthew Young presented the December 2019 financial reports. **Upon motion by Joe Tyson and second by Joe Hargitt the Board unanimously approved the December 2019 financials. December 2019 financials.** Treasurer Matthew Young presented the January 2020 financial reports. **Upon motion by Joe Hargitt and second by Stephen Hill the Board unanimously voted to Table the January 2020 financials.**

III. OLD BUSINESS

- TDA Board Appointments – Jan Parson reported that letters requesting the reappointment of: Matthew Young and Clara Moore had been sent to the County; both board members have completed the required Lenoir County Board Appointment Applications and that letters requesting the reappointment of: Stephen Hill and Joe Hargitt have been sent to the City, both board members have completed the required City of Kinston Board Appointment Application. A list of Board appointments dates, terms and expiration dates was distributed to the Board.

IV. NEW BUSINESS

- Inspire ENC/ENC Pride sponsorship request. – **Joe Tyson made a motion to excuse Stephen Hill from the vote since the request was received from his cousin. Joe Hargitt seconded the motion. Motion was unanimously approved by the Board. Joe Tyson made a motion to deny the sponsorship request since the deadline for SETRAC Grants applications had expired. Matthew Young amended the Motion to include that the request was not in the correct format and should have met the deadline for a SETRAC Grant. Gram Spear seconded the amended motion.**
- Funding for Fireworks – Scott Alston - no action taken as Scott Alston stated that due to weather forecast the game time has been changed and will be played during the daytime. Fireworks will not be possible.

EXECUTIVE DIRECTOR REPORT – Jan Parson

- SETRAC Grant for 1901 Building Group – Chitlin' Circuit
Jan Parson reported to the Board: An attempt by the applicant to deliver a SETRAC Grant application for 1901 Building Group and the SETRAC Grant was emailed in for review. The grant

application was not included the January 2020 SETRAC Cycle. The Board agreed to consider the SETRAC Grant out of Cycle due to the extenuating circumstances.

Organization/ Attraction	Project	Marketing// Capital	Motion	2nd	Awarded Cycle II 2019/20
Marketing					
1901 Building Group	Chitlin' Circuit	Marketing	J. Tyson	M. Young	\$ 2,000.00

- 2019/20 Audit – Report will likely be ready for the March 2020 meeting according to Alex McLawhorn with Barrow, Parrish and Davenport.
- 2020 BBQ Fest on the Neuse report – Vendors, sponsors and cook teams signing up. The Board discussed options for funding the festival's marketing. **Upon motion by Joe Tyson and second by Stephen Hill the Board unanimously voted to add a line item under Marketing and Tourism Development to the TDA Budget to fund BBQ Fest on the Neuse marketing in the amount of \$21,000.00.**

Chairman Spear asked if there was any other business to discuss. **Thereupon, with no further business to transact Joe Hargitt made the motion to adjourn the meeting, second by Matt Young, unanimous approval by the Board. Chairman Spear declared the meeting adjourned.**

Gram Spear, Chairman
Kinston-Lenoir County Convention and Visitors Bureau

Jan Parson, Recorder
Executive Director

3/17/20
Date

3-17-20
Date

TOURISM DEVELOPMENT AUTHORITY**March 17, 2020****3:00 PM****118 West North Street****Kinston, North Carolina 28501**

Meeting called by:	Chairman Gram Spear
Authority Members:	Joe Hargitt, Stephen Hill, Clara Jones Moore, Linda Rouse Sutton, Antonio Hardy, Matthew Young
Guest:	James Cauley III, PA

AGENDA**CALL TO ORDER**

GRAM SPEAR

MINUTES

Gram Spear

- February 18, 2020

FINANCIALS

- January 2020
- February 2020

Matt Young
Matt Young**OLD BUSINESS**

Gram Spear

- BBQ Fest on the Neuse
- Elect New Chairman

NEW BUSINESS

-

EXECUTIVE DIRECTOR REPORT:

Jan Parson

- TDA Board Appointments update
- March and April group tours
- Website
- Visit NC 365 Conference
- Kinston Pedestrian Plan

ADJOURN**Next meeting at 3:00 PM, April 21, 2020**

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Visit Kinston Conference Room
March 17, 2020**

AUTHORITY PRESENT: Gram Spear, Stephen Hill, Antonio Hardy, Linda Sutton

AUTHORITY ABSENT: Joe Hargitt, Joe Tyson, Matthew Young, Clara Moore

STAFF PRESENT:

GUEST PRESENT: James Cauley, III, P.A.

Chairman Spear called the meeting to order at 3:00 pm in the Kinston-Lenoir County Tourism Development Authority Conference Room at 118 West North Street, Kinston, NC. Chairman Spear introduced Antonio Hardy, City of Kinston Councilman and newly appointed Tourism Development Authority Board Member representing the City Council.

I. MINUTES – Gram Spear

Chairman Spear asked the Board to review the February 18, 2020 minutes. Chairman Spear asked if there were any additions or corrections to the minutes. There being no further comments or corrections, **upon motion by Stephen Hill and second by Linda Sutton the minutes were unanimously accepted as presented.**

II. FINANCIAL REPORT – Gram Spear

Chairman Spear presented the January 2020 and February 2020 financial reports. **Upon motion by Stephen Hill and second by Linda Sutton the Board unanimously tabled both the January 2020 and February 2020 financials.**

III. NEW BUSINESS

Chairman Spear gave a report regarding the Lenoir County Visitors and Information Center

IV. OLD BUSINESS

Chairman Spear introduced Jim Cauley, III, P.A. and asked him to bring the TDA up to date on the BBQ Fest on the Neuse 501c4 status. Mr. Cauley provided an agreement between the Kinston-Lenoir County Tourism Development Authority and the BBQ Fest on the Neuse 501c4 organization. Linda Sutton made a motion that the agreement be amended to read that funds to reimburse TDA for staff providing work hours to the BBQ Fest on the Neuse be payable to the Kinston-Lenoir County Tourism Development Authority. Seconded by Stephen Hill. Unanimously approved by the Board.

The Board discussed Board appointments and term limits for Board members as in the By Laws and the Statute. It was determined that the By Laws were amended in 2007 to remove term limits. There was further discussion regarding term limits for the position of Chairman for the TDA. The Board unanimously expressed that they wished for Gram Spear to remain as Chairman of the Board until end of June 2020.

Chairman Spear advised the Board that Attorney Jim Cauley had prepared an employee contract and asked that the Board convene in Closed Session to discuss the contract. Upon motion by Stephen Hill and second by Linda Sutton the Board convened in to Closed Session pursuant to NC General Statute 143-318.11(a)(5) to discuss an employment contract at 3:28 pm. He asked Jan Parson to leave the meeting until the Board came out of the Closed Session. Upon motion by Linda Sutton and second by Stephen Hill the Board voted to

reconvene into open session at 3:48 pm. Chairman Spear stated that the Board discussed the employment contract for Jan Parson. Upon motion by Linda Sutton and second by Stephen Hill the Board unanimously voted to approve the employment contract for Jan Parson, Executive Director, Kinston-Lenoir County Tourism Development Authority with the following change in the contract. "may be evaluated" to read "shall be evaluated"

V **EXECUTIVE DIRECTOR REPORT – Jan Parson**

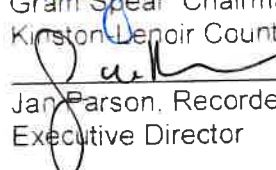
Executive Director Parson reported the following

- TDA Board appointments – Letter received from the County Commissioners confirming that they have reappointed Clara Jones Moore and Matt Young both terms will expire March 2024. The City Council reappointed Stephen Hill and Joe Hargitt during their first meeting in March and appointed Councilman Antonio Hardy to replace Joe Tyson at the second meeting in March 2020. Letters from the City confirming the reappointments have not been received in the TDA office as of March 17, 2020.
- 2019/20 Audit – Dock Davenport plans to be ready to give the Audit report at the April 2020 meeting.
- 2020 BBQ Fest on the Neuse report – Vendors, sponsors and cook teams signing up.

Chairman Spear asked if there was any other business to discuss. **Thereupon, with no further business to transact Linda Sutton made the motion to adjourn the meeting, second by Antonia Hardy and unanimous approval by the Board. Chairman Spear declared the meeting adjourned.**



Gram Spear, Chairman
Kinston-Lenoir County Convention and Visitors Bureau



Jan Parson, Recorder
Executive Director

5-19-20
Date

5-19-20
Date

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Visit Kinston Conference Room
March 17, 2020**

AUTHORITY PRESENT: Gram Spear, Stephen Hill, Antonio Hardy, Linda Sutton

AUTHORITY ABSENT: Joe Hargitt, Joe Tyson, Matthew Young, Clara Moore

STAFF PRESENT:


GUEST PRESENT: James Cauley III, P.A.

CLOSED SESSION:

Stephen Hill made the motion that the Board convene into closed session in accordance to NC General Statute 143-318.11 (a)(5) at 3:28 pm to discuss terms of an employee contract for Jan Parson, seconded by Linda Sutton, unanimous approval by the Board.

The Board discussed the terms of a contract for Jan Parson prepared by Attorney Jim Cauley.

Upon motion by Linda Sutton and second by Stephen Hill the Board voted to end the closed session at 3:45 pm.



Gram Spear, Chairman

Kinston-Lenoir County Tourism Development Authority

5/19/20

Date

TOURISM DEVELOPMENT AUTHORITY**April 21, 2020****3:00 PM****118 West North Street****Kinston, North Carolina 28501**

Meeting called by:	Chairman Gram Spear
Authority Members:	Joe Hargitt, Stephen Hill, Antonio Hardy, Clara Jones Moore, Linda Rouse Sutton, Joe Tyson, Matthew Young
Guest:	James Cauley III, PA

AGENDA**CALL TO ORDER**

GRAM SPEAR

MINUTES

Gram Spear

- March 17, 2020

FINANCIALS

Matt Young

- January 2020
- February 2020
- March 2020

OLD BUSINESS

Gram Spear

NEW BUSINESS**EXECUTIVE DIRECTOR REPORT:**

Jan Parson

- Visit NC webinars
- SETRAC Grant updates
- Food & Wine article by Adam Robb

ADJOURN**Next meeting at 3:00 PM, May19, 2020**

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Visit Kinston Conference Room
April 21, 2020**

AUTHORITY PRESENT: Gram Spear, Antonio Hardy

AUTHORITY PRESENT (ZOOM): Stephen Hill, Linda Rouse Sutton, Matthew Young

AUTHORITY ABSENT: Clara Moore, Joe Hargitt

STAFF PRESENT: Jan Parson

GUEST PRESENT: James Cauley, III, P.A.

Chairman Spear called the meeting to order at 3:03 pm in the Kinston-Lenoir County Tourism Development Authority Conference Room at 118 West North Street, Kinston, NC. Chairman Spear stated that there were not enough board members physically present to declare a quorum for the meeting. Chairman Spear stated that the meeting was properly advertised and notifications of the meeting were sent by email to all persons and media requesting notifications of TDA meetings. However, due to COVID 19 and social distancing requirements several Board members had expressed an interest in attending the meeting by remote access. He reported that prior to the meeting he had contacted James Cauley, III, P.A. and consulted with Cauley as to whether or not TDA Board members could conduct business if a quorum of Board members attending the meeting could be met by including Board members with digital or remote presence. Chairman Spear stated that Cauley advised him that the TDA By Laws did not address whether members could vote if they were not physically present in a meeting. Cauley's recommendation was that the Board take no action without a quorum physically present in a meeting. (See attached information: Open Meetings and Other Legal Requirements for Local Government Boards by Frayda S. Bluestein, UNC School of Government)

I. MINUTES – Gram Spear

Chairman Spear asked the Board to review the March 2020 minutes in the next meeting.

II. FINANCIAL REPORT – Gram Spear

Chairman Spear asked the Board to review the January, February, March 2020 Financials in the May 2020 meeting.

III. OLD BUSINESS

Chairman Spear and Linda Rouse Sutton gave a brief report regarding the Lenoir County Visitors and Information Center. Linda Sutton stated that a letter would be sent out to each of the Lenoir County Visitors Center employees to advise them of upcoming changes. The employees would be asked to advise whether or not they would like to continue to work at the Visitors Center after the organizational changes were made.

IV. EXECUTIVE DIRECTOR REPORT – Jan Parson

Executive Director Parson reported the following:

- TDA Board appointments – The City Clerk has been contacted and letters have been requested to confirm the City's TDA Board appointment and reappointments to the TDA Board.
- 2019/20 Audit – Dock Davenport had planned to attend the April TDA meeting to give the Audit report. Parson will contact him to confirm that he will attend the May 2020 meeting.
- SETRAC Grant updates:

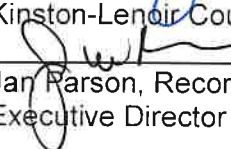
- Freedom Classic will request \$3500.00 (19/20 Marketing)
- SmART Kinston (18/19 Marketing) Rainey Rogers, SmART Kinston Executive Director believes that they will request 80% (\$8,000.00) of the \$10,000.00 awarded and then the final 20% upon completion of the marketing project.
- African American Heritage Commission (18/19 Marketing) \$155.09 to return to funds – Grant has been fulfilled. All receipts have been submitted in the amount of \$2,344.91. The grant was approved for up to \$2500.00.
- CSS Neuse (17/18 Digital Marketing) \$335.61 to be returned to funds. Grant has been satisfied and closed, all reports and receipts have been turned in.
- SmART Kinston (17/18 Marketing) \$3200.00 email from Marcia Parrett confirms that the funds will not be requested.
- African American Heritage Festival (19/20 Marketing) Email from Sammy Aiken to confirm that event was cancelled due to COVID 19. The funds will not be requested.

Chairman Spear thanked the Board members for joining the meeting. No Business was transacted in the meeting due to lack of information as to whether members of the Board could vote through remote participation.



 Gram Spear, Chairman
 Kinston-Lenoir County Convention and Visitors Bureau

5/19/20
 Date



 Jan Parson, Recorder
 Executive Director

5-19-20
 Date

TOURISM DEVELOPMENT AUTHORITY**May 19, 2020****3:00 PM****118 West North Street****Kinston, North Carolina 28501**

Meeting called by:	Chairman Gram Spear
Authority Members:	Joe Hargitt, Stephen Hill, Antonio Hardy, Clara Jones Moore, Linda Rouse Sutton, Matthew Young
Staff:	Jan Parson
Guests:	Dock Davenport

AGENDA**CALL TO ORDER**

GRAM SPEAR

- Audit Report
Dock Davenport, CPA, Barrow, Parris & Davenport, P.A

MINUTES

Gram Spear

- March 2020
- April 2020

FINANCIALS

MATT YOUNG

- January 2020
- February 2020
- March 2020
- April 2020
- Budget Committee Meeting Schedule

OLD BUSINESS

- Lenoir County Visitors Center

Linda Sutton

NEW BUSINESS**EXECUTIVE DIRECTOR REPORT:**

Jan Parson

- SETRAC Grant updates
- Visit NC webinars "Count on NC"
- Marketing/Planning Meeting
- Print Tourism Marketing Info and COVID 19

ADJOURN**Next meeting at 3:00 PM, June16, 2020**

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Visit Kinston Conference Room
May 19, 2020**

AUTHORITY PRESENT: Gram Spear, Linda Rouse-Sutton

AUTHORITY PRESENT (Remote): Clara Moore, Antonio Hardy, Stephen Hill, Matthew Young

AUTHORITY ABSENT: Joe Hargitt

STAFF PRESENT: Jan Parson

GUEST PRESENT: Dock Davenport

Chairman Spear called the meeting to order at 3:01 pm in the Kinston-Lenoir County Tourism Development Authority Conference Room at 118 West North Street, Kinston, NC. Chairman Spear stated that the meeting had been properly advertised and notifications of the meeting were sent by email to all persons and media requesting notifications of TDA meetings. However, due to COVID 19 several Board members had expressed an interest in attending the meeting by remote access. He reported that prior to the meeting he had contacted James Cauley, III, P.A. and Cauley confirmed that TDA Board members could conduct business with a quorum present including those by remote access. Linda Sutton stated that during the State of Emergency declared by Governor Cooper public bodies could join meetings by remote access.

Chairman Spear welcomed Dock Davenport, CPA with Barrow, Parris, & Davenport, P.A. Davenport gave an audit report on the Fiscal Year 2018/19 Kinston-Lenoir County Tourism Development Authority Financial Statements. Davenport stated that the report finding was that the TDA was in solid financial condition.

Chairman Spear asked if the Board was prepared to accept the Kinston-Lenoir County Tourism Development Authority Financial Statements for the year ended June 30, 2019 as presented. **Upon motion by Linda Rouse-Sutton and second by Antonio Hardy the Board unanimously approved accepting the Kinston-Lenoir County Tourism Development Authority Financial Statements for the year ended June 30, 2019 as presented.**

I. MINUTES – Gram Spear

Chairman Spear asked the Board to review the March 2020 and April 2020 minutes. **Upon motion by Linda Rouse-Sutton and second by Antonio Hardy, the Board unanimously approved the March 2020 and April 2020 minutes as presented.**

II. FINANCIAL REPORT – Gram Spear

Chairman Spear asked the Board to review the January, February, and March 2020 Financials. **Upon motion by Linda Rouse-Sutton and second by Matt Young, the Board unanimously approved the January 2020, February 2020, and March 2020 financials. Upon motion by Stephen Hill and second by Clara Moore the Board voted to table the April 2020 financials.**

III. OLD BUSINESS

Linda Rouse-Sutton gave a brief report regarding the Lenoir County Visitors and Information Center. Following a brief discussion Matt Young, Linda Rouse-Sutton, and Jan Parson were appointed to a committee to explore options for the Kinston-Lenoir County Tourism Development Authority to operate the Visitors Center.

IV EXECUTIVE DIRECTOR REPORT – Jan Parson

Executive Director Parson reported the following:

- SETRAC Grant updates – CSS Neuse Foundation has sent in a letter stating that their Foundation Board had voted to not accept the 2019/20 SETRAC Grant in the amount of \$1,000.00. The letter stated they would postpone the project and they would apply again for a SETRAC Grant at a later date. The letter also stated that the Foundation Board was aware that occupancy tax revenues had taken a steep decline due to COVID 19 and that they did not want to tie up the \$1,000.00 awarded in the SETRAC Grant as it may be needed by the TDA. **Upon motion by Stephen Hill and second by Linda Rouse-Sutton, the Board voted to move \$700.00 of those funds to increase the line item for Insurance and the remaining \$300.00 to increase the line item for Professional Services.**
- Freedom Classic has turned in receipts in the amount of \$3088.92 and requested funds for that amount. The remaining balance of \$411.08 will not be requested by Freedom Classic.
- SmART Kinston (18/19 Marketing) Rainey Rogers, SmART Kinston Executive Director has requested 80% (\$8,000.00) of the \$10,000.00 awarded for marketing SmART Kinston.
- Visit NC webinars "Count on Me NC" - staff will be participating in webinars and will work to update visitkinston.com website with "Count on Me NC" information as it becomes available.
- Marketing meeting – Jan Parson asked the marketing committee to consider planning at least 3-day tours for sports, heritage, art, and culinary tours. The tours should be for groups of 25 or less. Lodging and meals for the groups will be provided by Kinston-Lenoir County hotels and restaurants. Parson invited Corey Povar and Scott Alston from Parks and Recreation to the marketing meeting to discuss how to attract tournaments and visitors for sports events. Visit Kinston staff, and volunteers were also in attendance.

Chairman Spear asked if there was any other business to discuss. **Thereupon, with no further business to transact Matthew Young made the motion to adjourn the meeting, second by Antonio Hardy and unanimous approval by the Board. Chairman Spear declared the meeting adjourned.**

Chairman Spear thanked the Board members for joining the meeting.

Gram Spear, Chairman
Kinston-Lenoir Tourism Development Authority

Jan Parson, Recorder
Executive Director

6/16/20
Date

6-16-20
Date

TOURISM DEVELOPMENT AUTHORITY**June 16, 2020****2:50 PM - Public Hearing****3:00 PM - Meeting****118 West North Street
Kinston, North Carolina 28501**

Meeting called by:	Chairman Gram Spear
Authority Members:	Joe Hargitt, Stephen Hill, Antonio Hardy, Clara Jones Moore, Linda Rouse-Sutton, Matthew Young
Staff:	Jan Parson
Guests:	Michael James, Lenoir County Manager

AGENDA**CALL TO ORDER**

Joe Hargitt

- Public Hearing

MINUTES

Joe Hargitt

- May 2020

FINANCIALS

Matt Young

- April 2020
- May 2020
- Budget Amendment – 2019/20 Budget
 - 5060 - Marketing & Tourism Development decrease \$12,700.00 – move funds to
 - 5100 - Professional Services to increase \$12,700.00
- Year Ending 2021 Budget Presentation
- Year Ending 2021 Budget Adoption
- Appointment of Financial Officer
 - Sandra Barss, Lenoir County Finance Officer
 - Michael Whitfield, Deputy Finance Officer
 - Budget Officer appointment - July meeting
- Depository Bank – BB&T

BUSINESS

Joe Hargitt

- Lenoir County Visitors Center
- Appointment of Officers (next meeting) - By-Laws Kinston-Lenoir County Tourism Development Authority Article III, Section II –
The officers of the Authority shall be the Chairman, Vice Chairman, Secretary and Treasurer elected annually at the first regular meeting of the new administrative year (July 2020).

Linda Rouse-Sutton

NEW BUSINESS

Joe Hargitt

EXECUTIVE DIRECTOR REPORT:

Jan Parson

- SETRAC Grant program report
- Marketing Update

ADJOURN**Next meeting at 3:00 PM, July 21, 2020**

Kinston-Lenoir County Tourism Development Authority
Budget Proposal
07/01/20 - 06/30/21

	2019-20	2020-21
Revenues		
Tax Revenue	\$ 505,000.00	\$ 192,000.00
Fund Balance Appropriation	47,134.00	-
Fund Balance Pledged Prior Year	39,135.00	37,000.00
Total Revenues	591,269.00	229,000.00
Expenses:		
5000 Administrative Fees	37,750.00	-
5010 Conferences, Meetings, and Travel	10,000.00	1,000.00
5020 Dues and Subscriptions	3,500.00	1,200.00
5030 Equipment and Equipment Maintenance	8,000.00	2,000.00
5040 Insurance	2,600.00	3,500.00
5050 Lenoir Co. Visitor and Information Center	20,000.00	15,000.00
5060 Marketing and Tourism Development	254,784.00	43,000.00
5070 Miscellaneous	2,500.00	1,300.00
5080 Operating Expense	51,000.00	32,000.00
5090 Payroll Expenses	56,000.00	64,000.00
5100 Professional Services	6,000.00	19,000.00
Total Operating Expenses	452,134.00	182,000.00
Contingency/Reserve	10,000.00	10,000.00
Pledged Prior Years	39,135.00	37,000.00
SETRAC Grants	90,000.00	-
Total Expenses	591,269.00	229,000.00
Net Budgeted Activity (should be \$0.00)	\$ -	\$ -



Legal Notice – PUBLIC HEARING

2020-2021 Recommended Tourism Development Authority Budget

In accordance with North Carolina General Statutes 160A-81

Notice is hereby given that the Kinston-Lenoir County Tourism Development Authority will hold a Public Hearing at 2:50 pm on Tuesday, June 16, 2020 in the Visit Kinston offices located at 118 West North Street, Kinston, NC 28501. The Public Hearing is for the purpose of hearing comments regarding the Proposed Kinston-Lenoir County Tourism Development Authority Budget for Fiscal Year 2020-2021. All interested parties are invited to attend. The Proposed Budget for Fiscal Year 2020-2021 is available for inspection at 118 West North Street, Kinston, NC 28501 or at www.visitkinston.com.

Contact Jan Parson at 252-523-2500

...
 Q: Are you looking for a realtor?
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 Do you need a Student Loan? We provide all kinds of options to assist you financially. CALL US TODAY.
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 BOOKKEEPING SERVICES Accounts Payable, Accounts Receivable, Bank Credit Card Reconciliations. Flexible rates starting at \$18 per hour.
 CAREERS GENERAL HELP WANTED Seeking someone to help with answering questions to the public.
 SENIOR ADVISOR ASSISTANT A well-established independent wealth management organization is seeking a qualified Senior Advisor Assistant to join their team. \$40,000 to \$60,000 per year based on relevant experience.
 RECEPTIONIST WANTED Our Clinic is looking for a Receptionist that is friendly, organized, and has a good attitude. We are open for a drive and interview.
 PT Sales Assistant We are looking for high energy sales assistant to lead and manage this work. Will be working 300,000 per year.
 Do you need a Student Loan? We provide all kinds of options to assist you financially. CALL US TODAY.
 * MORTGAGE EXPERT * Residential & Commercial. Specialize in Residential Real Estate Finance & All Commercial Mortgages.
 NEED A SMALL LOAN? Do you need a loan? Do you need some cash fast? CALL US QUICKLY.
 BOOKKEEPING SERVICES Accounts Payable, Accounts Receivable, Bank Credit Card Reconciliations. Flexible rates starting at \$18 per hour.
 CAREERS GENERAL HELP WANTED Seeking someone to help with answering questions to the public.
 SENIOR ADVISOR ASSISTANT A well-established independent wealth management organization is seeking a qualified Senior Advisor Assistant to join their team. \$40,000 to \$60,000 per year based on relevant experience.
 RECEPTIONIST WANTED Our Clinic is looking for a Receptionist that is friendly, organized, and has a good attitude. We are open for a drive and interview.

To Place an Ad, Call 888-3

LEGAL NOTICES

PUBLIC HEARING

2020-2021 Recommended Tourism Development Authority Budget

In accordance with North Carolina General Statutes 159-12(b) Notice is hereby given that the Kinston-Lenoir County Tourism Development Authority will hold a Public Hearing at 2:50 pm on **Tuesday, June 16, 2020** in the VisitKinston.com offices located at 118 West North Street, Kinston, NC 28501. The Public Hearing is for the purpose of hearing comments regarding the Proposed Kinston-Lenoir County Tourism Development Authority Budget for Fiscal Year 2020-2021. All interested parties are invited to attend.

The Proposed Budget for Fiscal Year 2020-2021 is available for inspection at 118 West North Street, Kinston, NC 28501.

Contact Jan Parson at 252-523-2500

June 12, 2020 (adv)

NOTICE TO CREDITORS

NORTH CAROLINA, LENOIR COUNTY

All persons, firms and corporations having claims against the Estate of **WILFRED O. KING**, File No.: 2018E000400, deceased, of Lenoir County, NC, are notified to present the same to the personal representative listed below on or before **SEPTEMBER 5, 2020**, or this notice will be pleaded in bar of recovery. All debtors of the said estate are asked to make immediate payment.

This 5th day of June, 2020.

Gwendolyn King Gardner, Administrator of the Estate
 2805 Hodges Road
 Kinston, NC 28504

June 5, 12, 19, 26, 2020 (adv)

NOTICE TO CREDITORS

NORTH CAROLINA, LENOIR COUNTY

All persons, firms and corporations having claims against the Estate of **RODNEY CRAIG WALKER**, deceased, of Lenoir County, N.C., are notified to present the same to the personal representative listed below on or before **AUGUST 31, 2020**, or this notice will be pleaded in bar of recovery. All debtors of the said estate are asked to make immediate payment.

This 30th day of May, 2020.



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INVOICE

BILL TO

Jan Parson
Kinston/Lenoir County Tourism
Development Authority
118 West North Street
Kinston, NC 28501

INVOICE # 1316

DATE 06/09/2020

DUE DATE 06/09/2020

TERMS Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
06/09/2020	Public Notice - 1x	Placed on website, social media and emailed https://www.neusenews.com/index/2020/6/9/public-notice-kinston-lenoir-county-tourism-development-authority-public-hearing-on-fy-2020-2021-budget	1	100.00	100.00

BALANCE DUE

\$100.00

6/11/20
OK [signature]

OK [signature]



P.O. Box 196
Jacksonville, NC
28541-0196

FIRST CLASS



FOREVER / USA

Charlotte P&DC NC 285
MON 15 JUN 2020 AM

Kinston - Lenoir Co

Jan Parsons

PO Box 157

Kinston NC 28502

PUBLIC HEARING
2020-2021 Recommended Tourism Development Authority Budget

in accordance with North Carolina General Statutes 159-12(b) Notice is hereby given that the Kinston-Lenoir County Tourism Development Authority will hold a Public Hearing at 2:50 pm on **Tuesday, June 16, 2020** in the VisitKinston.com offices located at 118 West North Street, Kinston, NC 28501. The Public Hearing is for the purpose of hearing comments regarding the Proposed Kinston-Lenoir County Tourism Development Authority Budget for Fiscal Year 2020-2021. All interested parties are invited to attend.

The Proposed Budget for Fiscal Year 2020-2021 is available for inspection at 118 West North Street, Kinston, NC 28501.

Contact Jan Parson at 252-523-2500

June 12, 2020 (adv)

at of Publication
on Free Press
inston, NC

y of Lenoir, State of North Carolina, on this the 12th day of June,

of The Kinston Free Press, who being duly sworn, states that the advertisement entitled **PUBLIC HEARING 2020-2021 Recommended Tourism Development Authority Budget In accordance with North Carolina General Statutes 159-12(b) Notice is hereby given that the Kinston-Lenoir County Tourism Development Authority will hold a Public Hearing at 2:50** a true copy of which is printed herewith, appeared in The Kinston Free Press, a newspaper published in the City of Kinston, NC, County of Lenoir, State of North Carolina, 1 day a week for _____ weeks on the following dates:

June 12, 2020

NORTH CAROLINA
LENOIR COUNTY

As required by the laws of the State of North Carolina, Kinston Free Press meets the requirements of NC statute I-597 as the newspaper of record for Lenoir County.

PUBLIC HEARING
2020-2021 Recommended Tourism Development Authority Budget

In accordance with North Carolina General Statutes 159-12(b) Notice is hereby given that the Kinston-Lenoir County Tourism Development Authority will hold a Public Hearing at 2:50 pm on Tuesday, June 16, 2020 in the VisitKinston.com offices located at 118 West North Street, Kinston, NC 28501. The Public Hearing is for the purpose of hearing comments regarding the Proposed Kinston-Lenoir County Tourism Development Authority Budget for Fiscal Year 2020-2021. All interested parties are invited to attend.

The Proposed Budget for Fiscal Year 2020-2021 is available for inspection at 118 West North Street, Kinston, NC 28501.

Contact Jan Parson at 252-523-2500

June 12, 2020 (adv)

Subscribed and sworn to this 12th day of June, 2020

X Tisha Williams
Notary Public



83491

15513302

age 1 of 1

**Affidavit of Publication
Kinston Free Press
Kinston, NC**

Personally appeared before me, a Notary Public of the County of Lenoir, State of North Carolina, on this the 12th day of June, 2020

Gwen Landry

of The Kinston Free Press, who being duly sworn, states that the advertisement entitled **PUBLIC HEARING 2020-2021 Recommended Tourism Development Authority Budget In accordance with North Carolina General Statutes 159-12(b) Notice is hereby given that the Kinston-Lenoir County Tourism Development Authority will hold a Public Hearing at 2:50** a true copy of which is printed herewith, appeared in The Kinston Free Press, a newspaper published in the City of Kinston, NC, County of Lenoir, State of North Carolina, 1 day a week for _____ weeks on the following dates:

June 12, 2020

NORTH CAROLINA
LENOIR COUNTY

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PUBLIC HEARING
2020-2021 Recommended Tourism Development Authority Budget

In accordance with North Carolina General Statutes 159-12(b) Notice is hereby given that the Kinston-Lenoir County Tourism Development Authority will hold a Public Hearing at 2:50 pm on Tuesday, June 16, 2020 in the VisitKinston.com offices located at 118 West North Street, Kinston, NC 28501. The Public Hearing is for the purpose of hearing comments regarding the Proposed Kinston-Lenoir County Tourism Development Authority Budget for Fiscal Year 2020-2021. All interested parties are invited to attend.

The Proposed Budget for Fiscal Year 2020-2021 is available for inspection at 118 West North Street, Kinston, NC 28501.

Contact Jan Parson at 252-523-2500

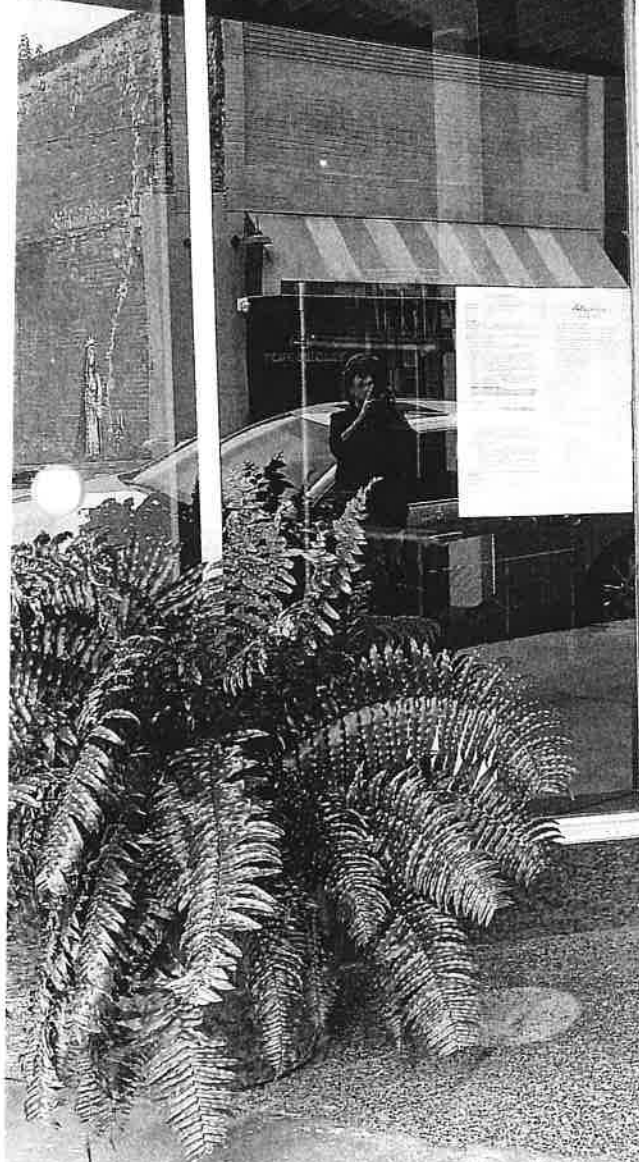
June 12, 2020 (adv)

Subscribed and sworn to this 12th day of June, 2020

X Tisha Williams
Notary Public



118 W. North Street
Suite B



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KINSTON-LENOIR COUNTY TOURISM DEVELOPMENT AUTHORITY

June 16, 2020
Kinston, NC

Chairman: Matthew Young, Vice Chairman: Joe Sutton, Matthew Young

Vice Chairman: Linda Rouse-Sutton, Treasurer: Stephen Hill, Secretary: Gram Spear,

Members:

Guests: Michael James

PUBLIC HEARING

The Public Hearing was held on June 16, 2020 at 2:50 PM in the Visit Kinston/Tourism Development Authority Conference Room. The purpose of the Public Hearing was to receive comments from citizens regarding the 2020-2021 Kinston-Lenoir County Tourism Development Authority Budget. No persons wishing to be heard were present for the Public Hearing. Vice Chairman Hargitt declared the Public Hearing closed at 3:00 pm.

CALL TO ORDER:

Vice Chairman Hargitt called the Regular Meeting of the Tourism Development Authority to order at 3:01 PM. Vice Chairman Hargitt welcomed Michael James, Lenoir County Manager. Vice Chairman Hargitt advised the Board that Chairman Gram Spear was out of town and would not be attending the meeting.

I. MINUTES – Vice Chairman Joe Hargitt

Vice Chairman Hargitt asked the Board to review the May 2020 minutes. He asked if there were any additions or corrections to the minutes. There being no comments or corrections, upon motion by Matthew Young and second by Stephen Hill the minutes were unanimously accepted as presented.

II. FINANCIAL REPORT – Matthew Young

Treasurer Matthew Young gave a report on the April 2020 financials and noted the decrease in occupancy tax revenues due to COVID-19. Upon motion by Linda Rouse-Sutton and second by Stephen Hill the April 2020 financials were accepted as presented. The Board unanimously approved the motion.

Treasurer Young gave a report on the May 2020 financials and noted the May 2020 occupancy tax revenues had not been received as of May 15, 2020 therefore the revenues in the report were estimated for May 2020. Upon Linda Rouse-Sutton made the motion to table the May 2020 financials, seconded by Matthew Young. The Board unanimously approved the motion.

Treasurer Young asked the Board to consider a Budget Amendment to move \$12,700.00 in funds from line item 5060 Marketing and Tourism Development to 5100 Professional Services. Upon motion by Linda Rouse-Sutton and second by Stephen Hill the Board unanimously approved moving \$12,700.00 from Marketing and Tourism Development to Professional Services as recommended.

Vice Chairman Hargitt asked the Board to consider appointing Sandra Banks, Lenoir County Finance Officer as TDA Finance Officer and Matthew Whitefield as Deputy Finance Officer. Upon motion by Linda Rouse-Sutton and second by Matthew Young the Board unanimously approved the appointments as recommended. Vice Chairman Hargitt asked the Board to consider B&B as the Depository Bank for the TDA. Upon motion by Linda Rouse-Sutton and second by Matthew Young the Board unanimously approved B&B as the Depository Bank for the TDA as recommended.

2020/2021 BUDGET PRESENTATION – Matthew Young

Treasurer Matthew Young presented the 2020/21 Kinston-Lenoir County Tourism Development Authority Budget. Treasurer Young stated that due to COVID-19 it is difficult to project visitor spending and occupancy tax revenues in the future. A discussion followed regarding the uncertainty as to when mass tourism, attractions, shops, and some restaurants will open. Board members agreed that the 2020/21 revenues should be projected

much lower than in prior years. Upon motion by Linda Rouse-Sutton and second by Matt Young the 2020/21 Kinston-Lenoir County Tourism Development Authority Budget was unanimously approved as presented.

III. OLD BUSINESS – Joe Hargitt

Vice Chairman Hargitt asked Linda Rouse-Sutton to give an update on the status of the Lenoir County Visitors and Information Center.

Linda Rouse-Sutton stated that Michael James, Lenoir County Manager would give the update. Michael James stated the following:

- The Center is closed temporarily due to the retirement of Lucy Marston.
- The official name of the facility is the Kinston-Lenoir County Visitors Center and Historic Battlefield Lookout. The center is dedicated to information on as well as the interpretation of the Civil War Battlefield. The battleground sites are the Blue Gray Scenic Byway, the first Battle of Kinston (1862) and the Wythe Fork Battlefield (1862).
- Michael & Linda stated that it is the hope to conduct some planning with a roundtable of interested parties to see how they would like to use the Center property.

The Visitors Center Committee will come back to the Board with more information after getting more input from those interested parties.

IV. EXECUTIVE DIRECTOR REPORT – Jan Parson

Jan Parson reported the following:

- Committees: Parson will prepare a list of committees and their responsibilities. Nominating Committee should meet before the 6th of June and meet at the first regular scheduled meeting of the new administrative year (July 21, 2020) as stated in the By-Laws. Officers to be nominated for the 2020/21 TDA according to the By-Laws are Chairman, Vice Chairman, Secretary, and Treasurer. Vice Chairman Joe Hargitt appointed Linda Rouse-Sutton, Matthew Young, and Clara Moore to the nominating committee. The committee will meet before the next meeting.
- TDA By-Laws need to be reviewed by By-Laws committee.
- SETRAC Grants – Parson will review all SETRAC Grants to confirm that Grants that divided payments over 2 fiscal years – 1/2 of SETRAC Grant in 2020 and 1/2 of SETRAC Grant in 2021 are included in the Pledged Prior Years Line Item funds in the 2021 Budget.
- South by Southwest – Andrea Angulo with South by Southwest has contacted Parson to market Visit Kinston in South by Southwest Social Media.

Vice Chairman Hargitt asked if there was any other business to discuss. There being no further business to transact Matthew Young made the motion to adjourn the meeting, seconded by Stephen Hill. Vice Chairman Hargitt declared the meeting adjourned.

Joe Hargitt, Vice Chairman
Kinston-Lenoir County Tourism Development Authority

Date

Jan Parson, Reporter
Assistant Executive Director

Date

Visit KINSTON
LENOIR COUNTY - NORTH CAROLINA
Expand Your Palette

Legal Notice – PUBLIC HEARING

2020-2021 Recommended Tourism Development Authority Budget

In accordance with North Carolina General Statutes 160A-81

Notice is hereby given that the Kinston-Lenoir County Tourism Development Authority will hold a Public Hearing at 2:50 pm on Tuesday, June 16, 2020 in the Visit Kinston offices located at 118 West North Street, Kinston, NC 28501. The Public Hearing is for the purpose of hearing comments regarding the Proposed Kinston-Lenoir County Tourism Development Authority Budget for Fiscal Year 2020-2021. All interested parties are invited to attend. The Proposed Budget for Fiscal Year 2020-2021 is available for inspection at 118 West North Street, Kinston, NC 28501 or at www.visitkinston.com.

Contact Jan Parson at 252-523-2500

Kinston-Lenoir County Tourism Development Authority
Budget Fiscal Year
07/01/2020 - 06/30/21

	2019-20	2020-21
Revenues:		
Tax Revenue	\$ 255,000.00	\$ 192,660.00
Fund Balance Appropriation	47,134.00	-
Fund Balance Rollover Prior Year	19,135.00	27,500.00
Total Revenues	\$319,269.00	\$220,160.00
Expenses:		
5010 Administration Fees	27,350.00	-
5015 Conferences, Meetings, and Travel	10,000.00	1,000.00
5020 Fees and Subscriptions	3,700.00	3,700.00
5030 Equipment and Equipment Maintenance	8,600.00	2,700.00
5040 Insurance	5,400.00	2,500.00
5050 Lenoir Co. Visitor and Information Center	70,000.00	10,000.00
5060 Marketing and Tourism Development	25,784.00	11,000.00
5070 Miscellaneous	2,100.00	2,100.00
5080 Operating Expense	51,000.00	32,000.00
5090 Payroll Expense	18,000.00	18,000.00
5100 Professional Services	6,000.00	29,000.00
Total Operating Expenses	\$251,134.00	\$102,000.00
Contingency/Reserve	10,000.00	10,000.00
Pledged Prior Years	29,135.00	27,900.00
SETRAC Grants	19,000.00	-
Total Expenses	\$309,269.00	\$229,900.00
Net Budgeted Activity (Profit or Loss)	\$10,000.00	\$-9,740.00

Kinston-Lenoir County Tourism Development Authority
Budget Proposal
07/01/20 - 06/30/21

	2019-20	2020-21
Revenues		
Tax Revenue	\$ 505,000.00	\$ 192,000.00
Fund Balance Appropriation	47,134.00	-
Fund Balance Pledged Prior Year	39,135.00	37,000.00
Total Revenues	591,269.00	229,000.00
Expenses:		
5000 Administrative Fees	37,750.00	-
5010 Conferences, Meetings, and Travel	10,000.00	1,000.00
5020 Dues and Subscriptions	3,500.00	1,200.00
5030 Equipment and Equipment Maintenance	8,000.00	2,000.00
5040 Insurance	2,600.00	3,500.00
5050 Lenoir Co. Visitor and Information Center	20,000.00	15,000.00
5060 Marketing and Tourism Development	254,784.00	43,000.00
5070 Miscellaneous	2,500.00	1,300.00
5080 Operating Expense	51,000.00	32,000.00
5090 Payroll Expenses	56,000.00	64,000.00
5100 Professional Services	6,000.00	19,000.00
Total Operating Expenses	452,134.00	182,000.00
Contingency/Reserve	10,000.00	10,000.00
Pledged Prior Years	39,135.00	37,000.00
SETRAC Grants	90,000.00	-
Total Expenses	591,269.00	229,000.00
Net Budgeted Activity (should be \$0.00)	\$ -	\$ -

