

TOURISM DEVELOPMENT AUTHORITY**July 21, 2020****3:00 PM - Meeting****118 West North Street, Suite A
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	

AGENDA**CALL TO ORDER**

Gram Spear

MINUTES

Gram Spear

- June 2020

FINANCIALS

Matt Young

- May 2020
- June 2020
- SETRAC Grant Update
- Visitors Center Funding and Part Time Staff Update
- Budget Amendments

OLD BUSINESS

Joe Hargitt

Appointment of Officers –

Recommendations submitted by Recommendation Committee
Kinston-Lenoir County Tourism Development Authority
By-Laws, 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.

Election of officers:

Chairman
Vice Chairman
Secretary
Treasurer

- Visitors Center update

NEW BUSINESS**EXECUTIVE DIRECTOR REPORT:**

Jan Parson

- SETRAC Grant report
Lenoir County Historical Association
- Visit NC update

ADJOURN**Next meeting at 3:00 PM, August 18, 2020**

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
July 21, 2020**

AUTHORITY PRESENT: Joe Hargitt, Antonio Hardy, Clara Moore, Linda Rouse-Sutton, Gram Spear, Matthew Young.

AUTHORITY ABSENT: Stephen Hill

STAFF PRESENT: Jan Parson

CALL TO ORDER:

Chairman Gram Spear called the Regular Meeting of the Tourism Development Authority to order at 3:01 PM in the Visit Kinston conference room at 118 West North Street, Suite A, Kinston, NC

I. MINUTES –Chairman Gram Spear

Chairman Spear asked the Board to review the June 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 Clara Moore the minutes were unanimously accepted as presented.**

II. FINANCIAL REPORT – Gram Spear and Matthew Young

Chairman Spear asked the Board to review the May 2020 financial report. He gave a brief review of the report. A brief discussion followed regarding the decrease in revenues due to COVID 19. **Upon motion by Linda Rouse Sutton and second by Clara Moore the May 2020 financials were accepted as presented. The Board unanimously approved the motion to accept the financials as presented.**

Chairman Spear gave a report on the June 2020 financials and noted that only a portion of the June 2020 occupancy tax revenues had been received as of July 21, 2020 and that the June 2020 financial report was an estimated report. **Upon motion by Matthew Young and second by Clara Moore the Board unanimously voted to table the June 2020 financial report.**

Executive Director Parson gave a report regarding the status of the following SETRAC Grants.

- 16-17 SmART Kinston – Marcia Perritt confirmed by email that the 16-17 SmART Kinston SETRAC Grant project has been completed and has been satisfied. The remaining balance of \$800.00 will not be requested.
- 17-18 CSS Neuse Gunboat Digital - All receipts and reports have been turned in and the grant has been paid to the grantee in the amount of the paid receipts. The remaining \$335.61 in funds will not be requested.
- 17-18 SmART Kinston White Gold –Marcia Perritt confirmed by email 17-18 SmART Kinston White Gold SETRAC Grant project is complete and has been satisfied. The remaining \$3200.00 in funds will not be requested.
- 18-19 African American Heritage Commission – All receipts and reports have been turned in and the grant has been paid to the grantee in the amount of the paid receipts. The remaining \$155.09 in funds will not be requested.
- 19-20 African American Heritage Fest – An email from Sammy Aiken, Chairman of the African American Heritage Commission confirmed that the event was cancelled due to COVID 19. The SETRAC Grant funds in the amount of \$2,000.00 will not be requested.
- 19-20 Freedom Classic - All receipts and reports have been turned in and the grant has been paid to the grantee in the amount of the paid receipts. The remaining \$411.08 in funds will not be requested.

Parson asked the Board to consider moving the remaining balance of the completed SETRAC Grants from SETRAC Grants Funds to General Funds. **Upon motion by Joe Hargitt and second by Matthew Young the Board unanimously voted to move the funds from SETRAC Funds to the General Funds.** Parson gave a report on the status of the following SETRAC Grants which the Board had voted to divide over several budget years:

- 19-20 Lenoir County Farmers Market – Annex Kitchen – This grant was in the amount of \$10,000.00 to be divided over the 19-20 SETRAC Grant Cycle and the 20-21 SETRAC Grant Cycle. A disbursement of \$5,000.00 was paid to the grantee in March 2020 and a second disbursement of \$5,000.00 will be paid in the 20-21 budget year.
- 19-20 Wood Ducks Signage – Kinston City Manager Tony Sears will direct the City Finance Office to request the 3rd and final payment of this SETRAC Grant late in the 20-21 budget year.

III. OLD BUSINESS – Gram Spear

Board Recommendation Chairman, Joe Hargitt, asked the Board to consider approving the following as officers of the 20-21 Kinston-Lenoir County Tourism Development Authority:

- Chairman - Joe Hargitt
- Vice Chairman - Linda Rouse Sutton
- Secretary - Jan Parson
- Treasurer - Matthew Young

Upon motion by Gram Spear and second by Clara Moore the Board unanimously accepted the officers as recommended by the committee.

Chairman Hargitt asked Linda Rouse-Sutton if there was an update on the status of the Lenoir County Visitors and Information Center. Linda Rouse-Sutton stated that she and Michael James, Lenoir County Manager, are waiting to hear whether the Tourism Development Authority voted to take over the operation of the Lenoir County Visitors and Information Center. Following a brief discussion, **Clara Moore made a motion that the Kinston-Lenoir County Tourism Development Authority take over the operation of the Lenoir County Visitors and Information Center at a date to be determined. Seconded by Antonio Hardy. The Board unanimously approved the motion.**


The Board discussed having lunch at King's on Friday, June 24, 2020. Following lunch they planned to do a walk-through of the Lenoir County Visitors Center.

IV. EXECUTIVE DIRECTOR REPORT – Jan Parson

- Lenoir County Historical Association SETRAC Grant update – All receipts and documents have been turned in and the 19-20 Structural Integrity SETRAC Grant and the Grant has been paid.
- Staff continues to join in on Visit NC webinars.
- Staff has recently pitched to reporters at the Washington Post and the New York Times. The opportunity to pitch to both came through the Visit NC PR team.

Chairman Hargitt 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 a, seconded by Antonio Hardy and unanimous the meeting adjourned.**


Joe Hargitt, Chairman


Jan Parson, Recorder
Executive Director

12-8-2020

Date

8-18-2020

Date

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)	\$ -	\$ -

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY**

**August 18, 2020
3 PM**

**118 West North Street, Suite A
Kinston, North Carolina 28501**

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

AGENDA

CALL TO ORDER

Joe Hargitt

MINUTES

Joe Hargitt

- July 2020

FINANCIALS

Matt Young

- June 2020
- July 2020

OLD BUSINESS

Joe Hargitt

- Visitors Center update

NEW BUSINESS

EXECUTIVE DIRECTOR REPORT:

Jan Parson

- Visit NC update
- Civil War Trails signs

ADJOURN

Next meeting: 3 PM, September 15, 2020

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Meeting Minutes
August 18, 2020**

AUTHORITY PRESENT:


AUTHORITY ABSENT: Joe Hargitt, Antonio Hardy, Stephen Hill, Clara Moore, Linda Rouse-Sutton,
Matthew Young, Gram Spear

STAFF PRESENT: Jan Parson, David Mooring

GUESTS:

CALL TO ORDER:

A quorum was not present for the August 18, 2020 meeting.



Jan Parson, Recorder
Executive Director



Date

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY**

**September 15, 2020
3 PM**

**118 West North Street, Suite A
Kinston, North Carolina 28501**

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

AGENDA

CALL TO ORDER

Joe Hargitt

MINUTES

Joe Hargitt

- July 2020

FINANCIALS

Matt Young

- June 2020
- July 2020
- August 2020

OLD BUSINESS

Joe Hargitt

- Visitors Center agreement
- Chamber TDA appointment
-

NEW BUSINESS

- **DARREL KANIPE – KANIPE CREATIVE**

EXECUTIVE DIRECTOR REPORT:

Jan Parson

- SETRA Grant updates:
 - 1901 Building Group
 - DEWD's digital sign 3 of 3
 - Harmony Hall
 - SmART Kinston Marketing
- Visit NC update
- Civil War Trails signs

ADJOURN

Next meeting: 3 PM, October, 2020

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Meeting Minutes
September 15, 2020**

AUTHORITY PRESENT: Joe Hargitt, Antonio Hardy, Stephen Hill, Clara Moore, Linda Rouse-Sutton, Matthew Young,

AUTHORITY ABSENT: Gram Spear

STAFF PRESENT: Jan Parson

GUESTS: Darrell Kanipe, Michael James

CALL TO ORDER:

Chairman Hargitt called the September meeting of the Tourism Development Authority to order at 3:00 PM in the Home Towne Exchange. Chairman Hargitt welcomed Darrell Kanipe with Kanipe Creative and Michael James, Lenoir County Manager.

I. MINUTES – Chairman Joe Hargitt

Chairman Hargitt advised the Board that since there was not a quorum in attendance for the August 2020 minutes the Board would not have minutes for that meeting. He asked the Board to review the July 2020 minutes and asked if there were any additions or corrections to the minutes. There being no comments or corrections, **upon motion by Linda Rouse Sutton and second by Clara Moore the minutes were unanimously accepted as presented.**

II. FINANCIAL REPORT – Matthew Young

Treasurer Matthew Young gave a report on the June 2020 financials. **Upon motion by Linda Rouse Sutton and second by Antonio Hardy the June 2020 financials were accepted as presented. The Board unanimously approved the motion.** Treasurer Matthew Young gave a report on the July 2020 financials. **Upon motion by Clara Moore and second by Stephen Hill the July 2020 financials were accepted as presented. The Board unanimously approved the motion.** Treasurer Matthew Young gave a report on the August 2020 estimated financials. **Upon motion by Stephen Hill and second by Clara Moore the Board unanimously voted to Table the August 2020 financials as presented.**

III. NEW BUSINESS – Joe Hargitt

- Executive Director Parson introduced Darrell Kanipe of Kanipe Creative. Kanipe gave an overview of the marketing services offered by Kanipe Creative. The Board thanked Mr. Kanipe for the overview and advised that they would take the information under advisement.
- Executive Director Parson asked the Board if they would consider changing the TDA meeting from the 3rd Tuesday of each month to the 4th Tuesday of each month. Parson stated that changing the meeting would allow 7 more days for the occupancy tax revenue checks to come to the accountant's office for deposit. If the checks are deposited before the 4th Tuesday, the accountant could provide actual financials rather than estimated financials. **Upon motion by Antonio Hardy and second by Linda Rouse Sutton the Board unanimously approved changing the TDA meeting time and date to 2 pm on the 4th Tuesday of each month.**

IV. OLD BUSINESS – Joe Hargitt

- Linda Rouse Sutton asked the Board to review the lease contract for the Lenoir County Visitors Center building. **Upon motion by Stephen Hill and second by Matthew Young the Board unanimously agreed to accept the lease agreement as presented.** County Manager Michael James stated that he will provide a copy of the contract approved by the Kinston City Council, Lenoir County Board of Commissioners, and Chairman of the Kinston-Lenoir County TDA.

IV. EXECUTIVE DIRECTOR REPORT – Jan Parson

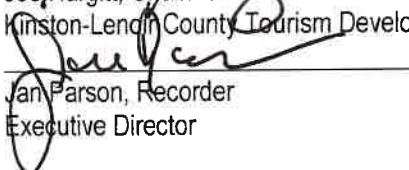
Jan Parson reported the following:

- SETRAC Grant Update:
 - 1901 Building Group – waiting on receipts to close out the final 20% of the Chitlin' Circuit Grant.
 - DEWD's digital sign final payment (3 of 3) for \$13,000.00 will close out in September.
 - Lenoir County Historical Association – Historic Harmony Hall final 20 % will close out in September.
 - SmART Kinston Marketing – final 20% will close out in September.
- Visit NC update on marketing grants – Parson is in the process of applying for marketing grants available through Visit NC and NC Travel Industry Association
- Parson is communicating with NC Civil War Trails about 2 signs that may no longer be used by NC Civil War Trails. One of the signs is located at the Lenoir County Visitors Center.

Chairman Hargitt asked if there was any other business to discuss. **There being no further business to transact Linda Rouse Sutton made the motion to adjourn the meeting, seconded by Clara Moore. Chairman Hargitt declared the meeting adjourned.**



Joe Hargitt, Chairman
Kinston-Lenoir County Tourism Development Authority



Jan Parson, Recorder
Executive Director

10-27-20
Date

10/27/20
Date

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY**

**October 27, 2020
2 PM**

**118 West North Street, Suite A
Kinston, North Carolina 28501**

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

AGENDA

CALL TO ORDER Joe Hargitt

MINUTES Joe Hargitt

- September 2020

FINANCIALS Matt Young

- August 2020
- September 2020

OLD BUSINESS Joe Hargitt

- Visitors Center updates
- Chamber TDA appointment

NEW BUSINESS Joe Hargitt

EXECUTIVE DIRECTOR REPORT: Jan Parson

- SETRAC Grant updates:
SmART Kinston Request
- Visit NC updates – marketing grants and Count ON ME NC
- Kanipe Creative Contract
- Staffing and Computer needs

ADJOURN Joe Hargitt

Next meeting: 2 PM, November 24, 2020

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Meeting Minutes
October 27, 2020**

AUTHORITY PRESENT: Joe Hargitt, Stephen Hill, Matt Young, Gram Spear (via Zoom)

AUTHORITY ABSENT: Antonio Hardy, Clara Moore, Linda Rouse-Sutton

STAFF PRESENT: Jan Parson, Robbie Rodgers

GUESTS: Darrell Kanipe

CALL TO ORDER:

Chairman Hargitt called the October meeting of the Tourism Development Authority to order at 3:00 PM at 118 W. North Street conference room. Chairman Hargitt welcomed Darrell Kanipe with Kanipe Creative.

I. MINUTES – Chairman Joe Hargitt

Chairman Hargitt advised the Board that since Gram Spear was joining the meeting via zoom a quorum was present. He asked the Board to review the September 15, 2020 minutes and if there were any comments or corrections to the minutes. There being no comments or corrections, **upon a motion by Matt Young and a second by Joe Hargitt, the minutes were unanimously accepted as presented.**

II. FINANCIAL REPORT – Treasurer Matt Young

Treasurer Matt Young gave a report on the August 2020 financials. **Upon a motion by Stephen Hill a second by Matt Young the August 2020 financials were accepted (with corrections) as presented. The Board unanimously approved the motion.** Treasurer Matt Young gave a report on the September 2020 estimated financials. **Upon a motion by Stephen Hill and a second by Matt Young, the Board unanimously voted to table the September 2020 estimated financials as presented.**

III. NEW BUSINESS – Chairman Joe Hargitt

- Executive Director Parson introduced Darrell Kanipe of Kanipe Creative. Kanipe gave an update on the marketing services offered by Kanipe Creative.
- Executive Director Parson asked the Board to consider changing the next TDA meeting scheduled for November 24 (Thanksgiving week) to December 8 (time and location to be determined). **Upon a motion by Matt Young and a second by Stephen Hill, the Board unanimously approved cancelling the November 24 meeting. Upon a motion by Stephen Hill and a second by Matt Young, the Board unanimously approved the next TDA meeting to be held on December 8 (time and location to be determined.)**

IV. OLD BUSINESS – Chairman Joe Hargitt

- Executive Director Parson and Matt Young gave a brief update on the status of the Lenoir County Visitors and Information Center.
- Executive Director Parson gave a report following up on conversations regarding the TDA Board appointment by the Kinston-Lenoir County Chamber of Commerce. She stated that Vice Chairperson Linda Rouse Sutton serves on the Chamber of Commerce Board of Directors and that she and Chamber President Craig Hill had discussed the appointment. Parson recommended that the Board wait until Sutton could share any information that she may have following that discussion before they move forward with any changes. Several Board members asked Parson to check with the TDA attorney as to whether-or-not changing the statute would in any way change other portions of the bill. Parson said that she will check with Attorney Cauley.

IV. EXECUTIVE DIRECTOR REPORT – Executive Director Parson
Executive Director Parson reported the following

- SETRAC Grant Update –
SmART Kinston-White Gold and Flue Billboard grants - According to Sandy Landis the CCA was a pass thru for both grants. She will provide receipts to close out the grants for the final 20%.
- 1901 Building Group – waiting on receipts to close out the final 20% of the Chittlin' Circuit Grant.
- Visit NC update on marketing grants – \$15,000.00 awarded and received in COVID Marketing Grant Funds – deposited directly into the TDA bank account. Parson has applied for a second COVID Marketing Grant and is waiting to hear whether-or-not funds will be awarded.

Chairman Hargitt asked if there was any other business to discuss. **There being no further business to transact, Matt Young made a motion to adjourn the meeting. Stephen Hill seconded the motion. The Board unanimously approved the motion. Chairman Hargitt declared the meeting adjourned.**


Joe Hargitt, Chairman

Kinston-Lenoir County Tourism Development Authority


Executive Director Parson, Recorder

1-26-2021
Date

12-8-2020
Date

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY**

**December 8, 2020
4:30 PM**

**118 West North Street, Suite A
Kinston, North Carolina 28501**

Meeting called by: Chairman Joe Hargitt
Authority Members: Stephen Hill, Antonio Hardy, Clara Jones Moore,
Linda Rouse-Sutton, Gram Spear, Matt Young
Staff: Jan Parson, Robbie Rodgers
Guests:

AGENDA

CALL TO ORDER

Joe Hargitt

MINUTES

Joe Hargitt

- October 2020
- November 2020 – Meeting cancelled.

FINANCIALS

Matt Young

- September 2020
- October 2020
 - Budget amendments –
See Budget Amendment Proposal 07/01/20 – 06/30/20
 - COVID Related Grants – Move \$750.00 from Marketing & Tourism Development to cover amount overspent.
 - Equipment & Equipment Maintenance increase by \$3000.00 & reduce Marketing & Tourism Development to cover the amount.
- November 2020 – Due to the early date of the December meeting the November financials are not in yet.
- Retirement for Jan and HR for employees

OLD BUSINESS

Joe Hargitt

- Visitors Center updates – Linda Sutton & Jan Parson
- Chamber TDA appointment – Cauley and Perry updates

NEW BUSINESS

Joe Hargitt

- Update on Audit for year ending June 30, 2020 – Dock call today

EXECUTIVE DIRECTOR REPORT:

Jan Parson

- SETRAC Grant updates:
 - SmART Kinston Request – Rainey Rogers interested in marketing money
 - Mother Earth Ironclad Marathon – Closing out grant will have amount not needed.
 - Lenoir County Fair Association Steak Cook-Off - event funding request
- Visit NC updates – marketing grants and Count ON ME NC 1 & 2
- Kanipe Creative Contract - paid \$15,000 over by \$750.00
- Staffing and Computer needs –
 - Need another part-time person Melvin Blackwell
 - Need laptop to use at the visitor center
 - Opportunity to get another computer for around \$700.00
- Staff Christmas gift/bonus

ADJOURN

Joe Hargitt

Next meeting: 2 PM, January 26, 2021



**IN ACCORDANCE TO NORTH CAROLINA
G. S. PUBLIC POLICY 143-318.12**

**PUBLIC NOTICE OF OFFICIAL MEETINGS
CHANGE OF DATE & TIME
KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
MONTHLY MEETINGS
FROM THE 3RD TUESDAY OF EACH MONTH
TO THE 4TH TUESDAY OF EACH MONTH**

LOCATION OF MEETINGS - 118 WEST NORTH STREET (UNLESS OTHERWISE NOTED)

TIME – 2:00 PM (UNLESS OTHERWISE NOTED)

October 27, 2020

November 24, 2020

December 22, 2020 (Time & Location TBD)

January 26, 2021

February 23, 2021

March 23, 2021

April 27, 2021

May 25, 2021

June 22, 2021 – Budget Hearing, 1:50 PM & Meeting 2:00 PM

July 27, 2021

August 24, 2021

September 28, 2021

October 26, 2021

November 23, 2021

***December 21, 2021 (3rd Tuesday, Time & Location TBD)**

January 25, 2022

February 22, 2022

March 22, 2022

April 26, 2022

May 24, 2022

June 28, 2022-Budget Hearing 1:50 PM & Meeting 2:00 PM

***3rd Tuesday in December 2021**



IN ACCORDANCE TO NORTH CAROLINA
G. S. PUBLIC POLICY 143-318.12

PUBLIC NOTICE OF OFFICIAL MEETINGS
CHANGE OF DATE & TIME
KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
MONTHLY MEETINGS
FROM THE 3RD TUESDAY OF EACH MONTH
TO THE 4TH TUESDAY OF EACH MONTH

LOCATION OF MEETINGS - 118 WEST NORTH STREET (UNLESS OTHERWISE NOTED)

TIME – 2:00 PM (UNLESS OTHERWISE NOTED)

October 27, 2020

November 24, 2020

December 22, 2020 (Time & Location TBD)

January 26, 2021

February 23, 2021

March 23, 2021

April 27, 2021

May 25, 2021

June 22, 2021 – Budget Hearing, 1:50 PM & Meeting 2:00 PM

July 27, 2021

August 24, 2021

September 28, 2021

October 26, 2021

November 23, 2021 changed to December 8, 2021

***December 21, 2021 (3rd Tuesday, Time & Location TBD)**

January 25, 2022

February 22, 2022

March 22, 2022

April 26, 2022

May 24, 2022

June 28, 2022-Budget Hearing 1:50 PM & Meeting 2:00 PM

***3rd Tuesday in December 2021**



**IN ACCORDANCE TO NORTH CAROLINA
G. S. PUBLIC POLICY 143-318.12**

**PUBLIC NOTICE OF OFFICIAL MEETINGS
CHANGE OF DATE & TIME**

**THE KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
DECEMBER 22, MEETING
HAS BEEN CANCELLED**

**THE KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
WILL MEET
JANUARY 26, 2021
AT 2:00 PM
LOCATION OF MEETINGS - 118 WEST NORTH STREET**

**MERRY CHRISTMAS
&
HAPPY NEW YEAR**

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY**

Meeting Minutes

December 8, 2020

AUTHORITY PRESENT: Joe Hargitt, Antonio Hardy, Stephen Hill, Gram Spear
Via Zoom: Matthew Young, Linda Rouse-Sutton

AUTHORITY ABSENT: Clara Moore

STAFF PRESENT: Jan Parson, Robbie Rodgers

GUESTS: none

CALL TO ORDER:

Chairman Hargitt called the December meeting of the Tourism Development Authority to order at 4:30 PM at 118 W. North Street. Chairman Hargitt welcomed the authority.

I. MINUTES – Chairman Joe Hargitt

Chairman Hargitt asked if there were any corrections or additions to the October 2020 minutes. There being no comments or corrections, **upon motion by Matthew Young and second by Antonio Hardy the minutes were unanimously accepted as presented. The November 2020 meeting was cancelled. Therefore, there are no November 2020 minutes**

II. FINANCIAL REPORT – Matthew Young

Treasurer Matthew Young deferred to Executive Director, Jan Parson, who gave reports on the following:

September 2020 financials. **Upon motion by Antonio Hardy and a second by Gram Spear the September 2020 financials were accepted as presented. The Board unanimously approved the motion.**

October 2020 financials. **Upon motion by Stephen Hill and a second by Gram Spear the October 2020 financials were accepted as presented. The Board unanimously approved the motion.**

November 2020 financials. **Due to the early date of the December 2020 meeting the November 2020 financials are not available as of this date.**

Budget Amendments:

Budget Amendment Proposal for Budget year July 1, 2020 through June 30, 2021.

Kinston-Lenoir County Tourism Development Authority Budget Amendment Proposal 07/01/20 - 06/30/21 Proposed Budget Amendments 1. COVID Related Grants: a. The TDA has received \$25,750 in grants and has spent \$26,500 in qualifying expenses b. Recommendation: Adjust the budget to reflect \$25,750 in additional grant revenues.

Adjust the budget to reflect \$26,500 in additional COVID grant expenses. Move \$750 from Marketing & Tourism Development to cover the amount overspent. 2. Equipment and Equipment Maintenance a. As of 11/30, the line item is over \$245.94. b. Recommendation: Increase the Equipment and Maintenance account by \$3,000 and reduce Marketing and Tourism and Development by \$3,000.

The Board unanimously approved a motion

Parson gave a report on the Budget Amendments. **Upon motion by Gram Spear and a second by Stephen Hill the budget amendments were accepted as presented. The Board unanimously approved the motion.**

III. NEW BUSINESS – Joe Hargitt

- Parson requested that a new computer be purchased in order to accommodate staffing needs. **Upon motion by Spear, and a second by _____ the Board unanimously approved the motion.**
- Spear requested that line items of major equipment under \$150.00 _____

- Spear and Hill both suggested that Michael Whitfield be invited to the next meeting in January to discuss budget spread sheet readability problems.
- The Authority discussed the placement of major artwork at the Visitors Center. Hill suggested we utilize possible resources from ECU, and he took responsibility for that task.

IV. OLD BUSINESS – Joe Hargitt

- Linda Rouse Sutton updated the board about the work being done at the Lenoir County Visitors Center.
- Parson reported that the center may be ready to open in April 2021.
- The Board discussed new board appointments and will move forward in a continuing conversation with the Chamber of Commerce until a resolution has been met.
- Parson reported that the problem with her retirement package has not yet been resolved. The board did not reach a resolution at this meeting.
- Hill reported the PBS is still in negotiations for the "Painting with Rainey" series.
- Hill gave a report about the Iron Clad Marathon _____
- Parson reported on Visit Kinston updates. She said that there will possibly be more COVID-19 grants available in 2021 and that she will make the applicable applications.

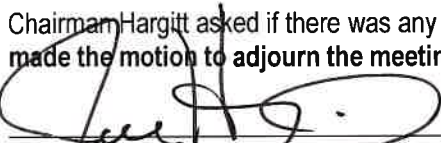
IV. EXECUTIVE DIRECTOR REPORT – Jan Parson

Jan Parson reported the following:

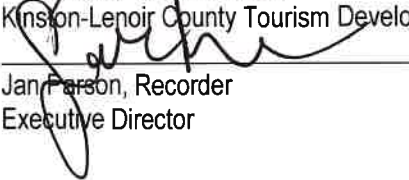
- ?
- Parson requested a discussion about end of year activities. The board called a closed session for the discussion. Rodgers was asked to leave the meeting during the closed session discussion. Parson stayed to discuss. At the end of that discussion, she too was asked to leave the closed session discussion.

V. CLOSED SESSION

Chairman Hargitt asked if there was any other business to discuss. **There being no further business to transact _____ made the motion to adjourn the meeting, seconded by _____. Chairman Hargitt declared the meeting adjourned.**



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



Jan Parson, Recorder
Executive Director


1-26-21
Date
1/26/21
Date

Chairman Hargitt asked if there was any other business to discuss. There being no further business to transact Antonio Hardy made the motion to adjourn the meeting, seconded by Gram Spear. Chairman Hargitt declared the meeting adjourned.



Joe Hargitt, Chairman
Kinston-Lenoir County Tourism Development Authority

1-26-2021
Date



Jan Pearson
Executive Director

1-26-2021
Date

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Meeting Minutes
December 8, 2020**

AUTHORITY PRESENT: Joe Hargitt, Antonio Hardy, Stephen Hill, Gram Spear
Via Zoom: Matthew Young, Linda Rouse-Sutton

AUTHORITY ABSENT: Clara Moore

STAFF PRESENT: Jan Parson

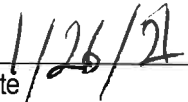
CLOSED SESSION:

Gram Spear made the motion that the Board convene into closed session in accordance with North Carolina General Statute 143-318.11(a) (5) to discuss terms of contract, seconded by Stephen Hill, the Authority members unanimously approved the motion and convened into Closed Session at 2:45 pm.

The Board discussed one of the terms of the contract for Jan Parson. No action was taken in the contract terms. Upon motion by Stephen Hill and second by Gram Spear the Board voted to end the closed session at 3:00 pm and to reconvene into General Session.



Joe Hargitt, Chairman
Kinston-Lenoir County Tourism Development Authority



Date

06/20

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

	2020-21	Amendment	Proposed Amended
Revenues			
Tax Revenue	\$ 192,000.00	\$ -	\$ 192,000.00
Fund Balance Appropriation	-	-	-
COVID Grants	-	25,750.00	25,750.00
Fund Balance Pledged Prior Year	37,000.00	-	37,000.00
Total Revenues	229,000.00	25,750.00	254,750.00
Expenses:			
5000 Administrative Fees	-	-	-
5010 Conferences, Meetings, and Travel	1,000.00	-	1,000.00
5020 Dues and Subscriptions	1,200.00	-	1,200.00
5030 Equipment and Equipment Maintenance	2,000.00	2,000.00	4,000.00
5040 Insurance	3,500.00	-	3,500.00
5050 Lenoir Co. Visitor and Information Center	15,000.00	-	15,000.00
5060 Marketing and Tourism Development	43,000.00	(2,750.00)	40,250.00
5070 Miscellaneous	1,300.00	-	1,300.00
5080 Operating Expense	32,000.00	-	32,000.00
5090 Payroll Expenses	64,000.00	-	64,000.00
5100 Professional Services	19,000.00	-	19,000.00
5110 COVID Grant Expense	-	26,500.00	26,500.00
Total Operating Expenses	182,000.00	25,750.00	207,750.00
Contingency/Reserve	10,000.00	-	10,000.00
Pledged Prior Years	37,000.00	-	37,000.00
SETRAC Grants	-	-	-
Total Expenses	229,000.00	25,750.00	254,750.00
Net Budgeted Activity (should be \$0.00)	\$ -	\$ -	\$ -

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

Dec 20

Proposed Budget Amendments

1. COVID Related Grants:
 - a. The TDA has received \$25,750 in grants and has spent \$26,500 in qualifying expenses
 - b. Recommendation:
 - i. Adjust the budget to reflect \$25,750 in additional grant revenues
 - ii. Adjust the budget to reflect \$26,500 in additional COVID grant expenses
 - iii. Move \$750 from Marketing & Tourism Development to cover the amount overspent
2. Equipment and Equipment Maintenance
 - a. As of 11/30, the line item is over \$245.94
 - b. Recommendation:
 - i. Increase the Equipment and Maintenance account by \$2,000
 - ii. Reduce Marketing and Tourism and Development by \$2,000



**IN ACCORDANCE TO NORTH CAROLINA
G. S. PUBLIC POLICY 143-318.12**

**PUBLIC NOTICE OF OFFICIAL MEETINGS
CHANGE OF DATE & TIME**

**THE KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
DECEMBER 22, MEETING
HAS BEEN CANCELLED**

**THE KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
WILL MEET
JANUARY 26, 2021
AT 2:00 PM**

LOCATION OF MEETINGS - 118 WEST NORTH STREET

**MERRY CHRISTMAS
&
HAPPY NEW YEAR**



IN ACCORDANCE TO NORTH CAROLINA
G. S. PUBLIC POLICY 143-318.12

PUBLIC NOTICE OF OFFICIAL MEETINGS
CHANGE OF DATE & TIME
KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
MONTHLY MEETINGS
FROM THE 3RD TUESDAY OF EACH MONTH
TO THE 4TH TUESDAY OF EACH MONTH

LOCATION OF MEETINGS - 118 WEST NORTH STREET (UNLESS OTHERWISE NOTED)

TIME – 2:00 PM (UNLESS OTHERWISE NOTED)

October 27, 2020

November 24, 2020

December 22, 2020 (Time & Location TBD)

January 26, 2021

February 23, 2021

March 23, 2021

April 27, 2021

May 25, 2021

June 22, 2021 – Budget Hearing, 1:50 PM & Meeting 2:00 PM

July 27, 2021

August 24, 2021

September 28, 2021

October 26, 2021

November 23, 2021 changed to December 8, 2021

***December 21, 2021 (3rd Tuesday, Time & Location TBD)**

January 25, 2022

February 22, 2022

March 22, 2022

April 26, 2022

May 24, 2022

June 28, 2022-Budget Hearing 1:50 PM & Meeting 2:00 PM

***3rd Tuesday in December 2021**

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY**

**January 26, 2021
2:00 PM**

**118 West North Street, Suite A
Kinston, North Carolina 28501**

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

AGENDA

CALL TO ORDER

Joe Hargitt

MINUTES

Joe Hargitt

- December 2020

FINANCIALS

Matt Young

- 2019/2020 Audit Report
- November 2020
- December 2020

OLD BUSINESS

Joe Hargitt

- Employee Retirement Information
- Visitors Center update
- Chamber TDA appointment

Michael Whitfield

NEW BUSINESS

Joe Hargitt

-

EXECUTIVE DIRECTOR REPORT:

Jan Parson

- 2021 Freedom Classic
- Visit NC updates – Final Reports of Closing of marketing grants and Count ON ME NC 1 & 2
- Visit Kinston grant marketing results as of January 24, 2021

ADJOURN

Joe Hargitt

Next meeting: 2 PM, February 23, 2021

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Meeting Minutes – 1/26/21
January 26, 2021**

AUTHORITY PRESENT: Joe Hargitt, Antonio Hardy, Stephen Hill, Gram Spear
Via Zoom: Matthew Young, Linda Rouse-Sutton

AUTHORITY ABSENT: Clara Moore

STAFF PRESENT: Jan Parson, David Mooring, Robbie Rodgers

GUESTS: Via Zoom: Dock Davenport, Michael Whitfield, Chris Segal, BJ Murphy

CALL TO ORDER:

Chairman Hargitt called the January meeting of the Tourism Development Authority to order at 2:00 PM at 118 W. North Street. Chairman Hargitt then welcomed the authority and guests.

I. MINUTES – Chairman Joe Hargitt

Chairman Hargitt asked if there were any corrections or additions to the December 2020 minutes. There being no comments or corrections, **upon motion by Stephen Hill and second by Joe Hargett, the minutes were unanimously accepted as presented.**

**II. FINANCIAL REPORTS –
2020 Audit Report**

Chairman Hargitt asked Dock Davenport, CPA with Barrow, Parris & Davenport to give a report on the Financial Statements for the Year Ended June 30, 2020. (*Attachment - Exhibit A is a copy of the full report of the Financial Statements for the year ended June 30, 2020 and is available with a copy of the January 26, 2021 minutes in the office at 118 West North Street upon request.*) **Upon motion by Gram Spear and second by Matt Young, the Financial Statements for the year ended June 30, 2020 were accepted as presented. The Board unanimously approved the motion.**

November 2020 Financials

Matt Young presented the November 2020 financial report. **Upon motion by Linda Rouse Sutton and second by Gram Spear, the November 2020 financial report was accepted as presented. The Board unanimously approved the motion.**

December 2020 financials

Matt Young suggested that the board table the December 2020 financial report. **Upon motion by Stephen Hill and second by Gram Spear, the December 2020 financial report was tabled. The Board unanimously approved the motion.**

III. NEW BUSINESS – Joe Hargitt

Michael Whitfield, TDA accountant, gave a brief report on possible PPP funding. **Upon motion by Gram Spear and second by Matthew Young, Michael Whitfield was appointed the task of pursuing PPP funding. The Board unanimously approved the motion.**

IV. OLD BUSINESS – Joe Hargitt

- Linda Rouse Sutton updated the board about the work being done at the Lenoir County Visitors Center. She reported that Lenoir County Commissioners had agreed in the January 2021 meeting to cover the cost of painting the center. She and Jan Parson met with Dr. Rusty Hunt, President of Lenoir Community College, to discuss the role and contributions the college is willing to make regarding the possibility of Heritage Place relocating to the Visitors Center. Members of the Heritage Genealogical Society will meet

to tour the Visitors Center and then send a letter to Dr. Hunt regarding the possibility of moving the resource materials from Lenoir Community College to the Visitors Center.

- The painter is ready to move forward with painting the Visitors Center.
- Jan Parson is also in discussion with members of the African American Heritage Commission, the Arts Center, Parks and Recreation and CSS Neuse Museum regarding displays and exhibits at the Visitors Center.
- Staff is in the process of taking an inventory of remaining artifacts for storage and several items have been picked up since January 1, 2021.
- Chamber TDA Appointments: Joe Hargitt reported he had spoken with the Chairman of the Board at the Chamber of Commerce, Jess Edwards. Edwards indicated that the Chamber may still desire to recommend a TDA appointment.

IV. EXECUTIVE DIRECTOR REPORT – Jan Parson

Jan Parson reported the following:

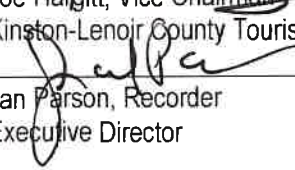
- SETRAC Grant Updates: Several tourism related organizations have asked when grants will be available.
- Freedom Classic: March 4-7 (Army and Air Force only). Staff member, David Mooring has been attending those meetings. Visit Kinston will market the event and fund printing of posters for the event. The TDA will be one of the sponsors for the event. The sponsorship will be funded as the budget allows from sports funds.
- Final Reports of Closing of marketing grants and Count ON ME NC 1 & 2 have been submitted.
- First report of analytics from VisitKinston.com and social media platforms for December 1, 2020 - January 24, 2021. The analytics reflect the results of marketing campaigns funded by COVID Grants 1 & 2.

ADJOURN – Joe Hargitt

Chairman Hargitt informed the board that the next meeting will be held 2 PM, February 23, 2021. He then asked if there was any other business to discuss. **There being no further business to transact, Gram Spear made the motion to adjourn the meeting, seconded by Antonio Hardy. Chairman Hargitt declared the meeting adjourned.**



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



Jan Parson, Recorder
Executive Director

2-23-21
Date

2/23/21
Date

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY**

**February 23, 2021
2:00 PM**

**118 West North Street, Suite A
Kinston, North Carolina 28501**

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

AGENDA

CALL TO ORDER

Joe Hargitt

MINUTES

Joe Hargitt

- January 2021

FINANCIALS

Matt Young

- December 2020
- January 2021

OLD BUSINESS

Joe Hargitt

- PPP and Employee Retirement Information
- Visitors Center update
- Chamber TDA appointment

NEW BUSINESS

Joe Hargitt

-

EXECUTIVE DIRECTOR REPORT:

Jan Parson

- 2021 Freedom Classic and upcoming events
- Visit NC updates
- Visit Kinston grant marketing results as of February 22, 2021

ADJOURN

Joe Hargitt

Next meeting: 2 PM, March 23, 2021

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Meeting Minutes – 2/23/2021
February 23, 2021**

AUTHORITY PRESENT: Joe Hargitt, Linda Rouse-Sutton
Via Zoom: Matthew Young, Stephen Hill

AUTHORITY ABSENT: Clara Moore, Gram Spear, Antonio Hardy

STAFF PRESENT: Jan Parson, Robbie Rodgers

GUESTS:

CALL TO ORDER:

Vice Chairman Linda Rouse-Sutton advised the Board that Chairman Hargitt had contacted the TDA staff and said he may not be able to attend the meeting. Vice Chairman Sutton then welcomed the authority present. A quorum was not present at that time. Chairman Hargitt arrived at 2:12 PM and having a quorum present, Vice Chairman Sutton called the meeting to order at 2:15 PM.

I. MINUTES – Vice Chairman Sutton

Vice Chairman Sutton asked if there were any corrections or additions to the January 2021 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 REPORTS – Vice Chairman Sutton

December 2020 financials

The December 2020 financial report was tabled in January. After reviewing the updated financials prepared by Michael Whitfield, CPA, **upon motion by Stephen Hill and second by Joe Hargitt the December 2020 financials were unanimously accepted as presented.**

January 2021 financials

Upon motion by Joe Hargitt and second by Matt Young, the January 2021 financial report was tabled.

III. NEW BUSINESS – None to report.

IV. OLD BUSINESS – Linda Sutton

- Michael Whitfield has requested the application/portal from the bank and is awaiting access.
- Employee retirement – Michael Whitfield has spoken with ORBIT representatives and has been told the contact/setup person is out of the office until the next week. He will place a follow-up call next week.
- Visitors Center update: Parson reported that the interior painting has begun and that she continues to try to reach owners of items on display. Parson is working on designs for areas in the Lenoir County Visitors Center as employee workstations. Some cabinets will be moved to allow for the workspace. No word yet from the Historical Preservation Society Genealogy Group. President Hunt at LCC is waiting for them to contact him before making decisions about Heritage Place closing at LCC.
- Stephen Hill has contacted ECU about art for the visitors center.
- Chamber of Commerce TDA appointment update: Vice Chairman Linda Sutton reported that she had spoken with Kinston-Lenoir County Chamber of Commerce Chairman of the Board Jess Edwards, their

Past Chairman Judy Jones, and their Executive Director Craig Hill, and that they all confirmed that the Chamber no longer desires to make an appointment to the TDA Board. Sutton reported that the change of the appointment to the board process will have to go before the Legislature so that the Statute can be changed. Sutton has been in touch with Senator Jim Perry. She reported that Senator Perry can take care of the changes to the Statute in the current session if the TDA Board votes immediately to request that he present the change. **Joe Hargitt made the motion to ask Senator Perry to present the change in the Statute for the appointment process, second by Matt Young. The Board unanimously approved the motion.** The Board opted to discuss the details of the appointment process in a future meeting.

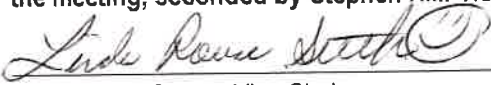
IV EXECUTIVE DIRECTOR REPORT – Jan Parson

Jan Parson reported the following:

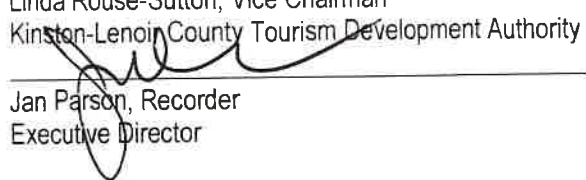
- Volunteers needed for Freedom Classic. March 4-7
- Additional Funds are needed for a Spring Marketing Campaign that will market March, April and May for events, dining, and attractions. **Stephen Hill made the motion to move \$20,000.00 into Marketing and Tourism Development marketing funds for Spring Campaign, second by Joe Hargitt, the motion was unanimously accepted.**
- BBQ Fest on the Neuse committee has announced that they plan to have the BBQ Fest on the Neuse May 7 & 8, 2021 in downtown Kinston if the permit is approved by the City of Kinston. If not, an alternate site will be the Lenoir County Fairgrounds. The BBQ Fest will need help with fund for marketing the event.

ADJOURN –

Vice Chairman Sutton informed the board that the next meeting will be held 2 PM, March 23, 2021. She then asked if there was any other business to discuss. **There being no further business to transact, Joe Hargitt made the motion to adjourn the meeting, seconded by Stephen Hill. Vice Chairman Linda Sutton declared the meeting adjourned.**



Linda Rouse-Sutton, Vice Chairman
Kinston-Lenoir County Tourism Development Authority



Jan Parson, Recorder
Executive Director

3/23/21
Date

3/23/21
Date

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY**

**March 23, 2021
2:00 PM**

**118 West North Street, Suite A
Kinston, North Carolina 28501**

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

AGENDA DRAFT

CALL TO ORDER	Joe Hargitt
MINUTES	Joe Hargitt
• February 2021	
FINANCIALS	Matt Young
• January 2021	
• February 2021 (estimated)	
OLD BUSINESS	Joe Hargitt
• PPP	
• Employee Retirement	
• TDA Board Appointment	
• Visitor Center Update	
• LCC/Historical Preservation Society Genealogy Group	
NEW BUSINESS	Joe Hargitt
•	
EXECUTIVE DIRECTOR REPORT:	Jan Parson
• 2021 Freedom Classic Report	
• Sponsorship request –	
• Iron Clad Axe Throwing National Tournament	
• BBQ Fest on the Neuse	
• Spring Campaign Marketing	
ADJOURN	Joe Hargitt
Next meeting: 2 PM, April 27, 2021	

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Meeting Minutes – 3/23/2021**

AUTHORITY PRESENT: Linda Rouse-Sutton Clara Moore, Gram Spear, Antonio Hardy, Stephen Hill

Via Zoom: Matthew Young, Clara Moore

AUTHORITY ABSENT: Joe Hargett

STAFF PRESENT: Jan Parson, Robbie Rodgers

GUESTS:

CALL TO ORDER:

Vice Chair Linda Sutton called the March 23, 2021, meeting of the Tourism Development Authority to order at 2:00 PM at 118 W. North Street. Vice Chair Sutton then welcomed the authority.

I. MINUTES – Vice Chair Sutton

Vice Chair Sutton asked if there were any corrections or additions to the February 2021 minutes. There being no comments or corrections, **upon motion by Stephen Hill and second by Gram Spear, the minutes were unanimously accepted as presented.**

II. FINANCIAL REPORTS – Vice Chair Sutton

January 2021 financials

After reviewing the updated financials prepared by Michael Whitfield, CPA, **Antonio Hardy made the motion to accept the financials and second by Gram Spear. The January 2021 financial report was unanimously accepted as presented.**

February 2021 financials

After reviewing the updated financials prepared by Michael Whitfield, CPA, **Antonio Hardy made the motion and second by Gram Spear to table the February 2021 financial report.**

III. NEW BUSINESS – Joe Hargitt

- None to report.

IV. OLD BUSINESS – Linda Sutton

- PPP is a work in progress per Michael Whitfield.
- Employee Retirement: Michael Whitfield still working with ORBIT.
- TDA Board Appointment: Stephen Hill will serve as the TDA Nominating Committee
- Visitors Center Update: Work in progress: painting, exhibits, Juneteenth activity, Dennis Harper possible book signing (Bill Rowland, Scott Alston and sports exhibits, LCC Heritage Center all contacts for exhibits.)
- **After the board discussed the expiration of the downtown office lease, Gram Spear made the motion and second by Antonio Hardy to move the downtown office to the Visitors Center before January 1, 2022. The motion was unanimously accepted as presented.**

- Linda Sutton agreed to oversee the repair of the digital clock at the Visitors Center on Hwy 70
- ECU (Stephen Hill) art donation: Work in progress
- After discussing the BBQ Fest on the Neuse, **Gram Spear made the motion and second by Antonio Hardy to allow Jan Parson to Direct the 2021 BBQ Fest on the Neuse.**
- Spring Campaign Marketing: After discussion, Gram Spear made a motion to increase revenue to \$37,000.00 in occupancy tax line-item line 5060 Marketing and Tourism Development.

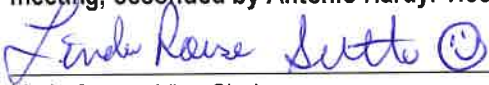
IV. EXECUTIVE DIRECTOR REPORT – Jan Parson

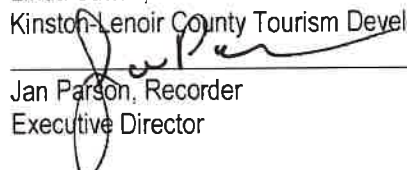
Jan Parson reported the following:

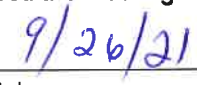
- Sponsorship request:
 - Iron Clad Axe Throwing National Tournament: **Gram Spear made the motion to allot \$1,000 and second by Antonio Hardy. The motion was unanimously accepted as presented.**
 - BBQ Fest on the Neuse: **Stephen Hill made the motion to allot \$15,000 and second by Gram Spear. The motion was unanimously accepted as presented.**

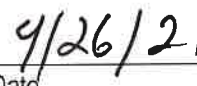
ADJOURN – Linda Sutton

Vice Chair Sutton informed the board that the next meeting will be held 2 PM, April 27, 2021. She then asked if there was any other business to discuss. **There being no further business to transact, Linda Sutton made the motion to adjourn the meeting, seconded by Antonio Hardy. Vice Chair Linda Sutton declared the meeting adjourned.**


 Linda Sutton, Vice Chair
 Kinston-Lenoir County Tourism Development Authority


 Jan Parson, Recorder
 Executive Director


 Date


 Date

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY**

**April 27, 2021
2:00 PM**

**118 West North Street, Suite A
Kinston, North Carolina 28501**

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

AGENDA DRAFT

CALL TO ORDER	Joe Hargitt
MINUTES	Joe Hargitt
• March 2021	
FINANCIALS	Matt Young
• February 2021	
• March 2021 (estimated)	
OLD BUSINESS	Joe Hargitt
• PPP	
• Employee Retirement	
• TDA Board Appointment	
• Visitor Center Update – Carpet Installation	
• LCC/Historical Preservation Society Genealogy Group/ Dr. Hunt meeting	
NEW BUSINESS	Joe Hargitt
•	
EXECUTIVE DIRECTOR REPORT:	Jan Parson
• 2021 BBQ Fest report	
• Green Book Project and African American Heritage Commission	
• Spring Campaign Marketing and Rewards Program	
ADJOURN	Joe Hargitt
Next meeting: 2 PM, May 25, 2021	

KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Meeting Minutes
April 27, 2021

AUTHORITY PRESENT: Joe Hargitt, Gram Spear, Matthew Young


AUTHORITY ABSENT: Antonio Hardy, Joe Hargitt
Clara Jones Moore, Linda Rouse Sutton

STAFF PRESENT: Jan Parson, Robbie Rodgers

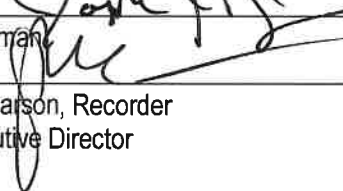
GUESTS:

CALL TO ORDER:

A quorum was not present for the April 27, 2021 meeting.



Chairman



Jan Parson, Recorder
Executive Director

4.27-21

Date

4/27/21

Date

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY**

**May 25, 2021
2:00 PM**

**118 West North Street, Suite A
Kinston, North Carolina 28501**

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

AGENDA DRAFT

CALL TO ORDER Joe Hargitt
MINUTES Joe Hargitt

- March 2021
- April 2021

FINANCIALS Matt Young

- February 2021
- March 2021 (estimated)
- April 2021 (estimated)

OLD BUSINESS Joe Hargitt

- PPP
- Employee Retirement
- TDA Board Appointment
- Visitor Center Update
- LCC/Historical Preservation Society Genealogy Group/ Dr. Hunt meeting

NEW BUSINESS Joe Hargitt

•

EXECUTIVE DIRECTOR REPORT: Jan Parson

- 2021 BBQ Fest report
- CCA request for funds
- Tennis Tournament Request from Parks & Recreation
- African American Heritage request for funds
- Visitors Center Carpet Installation cost request
- Visitors Center Break Room Install
- Visitors Center Report – Auditorium Floor
- Green Book Project and African American Heritage Commission
- Spring Campaign Marketing and Rewards Program
- Visitors Guide design and print request

ADJOURN Joe Hargitt

Next meeting: 1:50 PM, June 22, 2021

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Meeting Minutes – 5/25/2021**

AUTHORITY PRESENT: Joe Hargett, Clara Moore, Gram Spear, Antonio Hardy, Stephen Hill, Clara Moore, Matthew Young

Via Zoom: Linda Rouse-Sutton

AUTHORITY ABSENT:

STAFF PRESENT: Jan Parson, Robbie Rodgers

GUESTS:

CALL TO ORDER:

Chair Jo Hargett called the May 25, 2021, meeting of the Tourism Development Authority to order at 2:05 PM at 118 W. North Street. Chair Hargett then welcomed the authority.

I. MINUTES – Joe Hargitt

Chair Hargitt asked if there were any corrections or additions to the March 2021 minutes. There being no comments or corrections, **upon motion by Gram Spear and second by Antonio Hardy, the minutes were unanimously accepted as presented.**

There were no minutes for April 2021 as there was not a quorum present for the meeting.

II. FINANCIAL REPORTS – Matthew Young

February 2021 financials

After reviewing the updated February 21 financials prepared by Michael Whitfield, CPA, **Gram Spear made the motion to accept the financials and second by Clara Jones Moore. The February 2021 financial report was unanimously accepted as presented.**

March 2021 financials

After reviewing the updated March 21 financials prepared by Michael Whitfield, CPA, **Stephen Hill made the motion to accept the financials and second by Antonio Hardy. The March 2021 financial report was unanimously accepted as presented.**

April 2021 financials

Upon reviewing the estimated April 21 financials prepared by Michael Whitfield, CPA, **Matthew Young made the motion to table the April 2021 financial report, second by Linda Rouse-Sutton, unanimous support by the Board to table the April 21 financials.**

Following a brief discussion, **Gram Spear made the motion to increase payroll by an amendment of \$30,000.00 in payroll with an offset to revenue and second by Antonio Hardy, unanimously accepted as presented.**

2021/2022 PROPOSED TDA BUDGET PRESENTATION –

The Board reviewed the 2021/22 Proposed TDA Budget. Parson stated that she will proceed with advertising for public review the 2021/22 Proposed TDA Budget.

III. **NEW BUSINESS** – Joe Hargett

- SETRAC Grants – Chairman Hargett appointed Antonio Hardy, Gram Spear, and Matthew Young as the committee to investigate new guidelines for SETRAC Grants.

IV. **OLD BUSINESS** – Joe Hargett

- PPP – has been deposited in the TDA account at BB&T.
- Employee Retirement: Jan Parson reported that there is no new information.
- TDA Board Appointment: Stephen Hill reported that while the Senate has approved the House and the governor have yet to approve.
- Visitor Center Update: To be covered in the Executive Directors report
- LCC Historical Preservation Society Genealogy/Dr. Hunt meeting: Jan Parson reported that Dr. Hunt has received a letter from the Society and will be moving forward.

IV. **EXECUTIVE DIRECTOR REPORT** – Jan Parson

Parson reported the following:

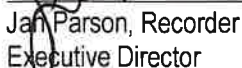
- 2021 BBQ Fest report
- CCA Request for funds: Funds that were not used for marketing due to COVID to be returned. Request to be made for Capital funds.
- Tennis Tournament Request from parks & Recreation – Parson, Alston, and Tournament representative meet and began the process to recruit the tournament.
- African American Heritage request as to whether-or-not funds will be available for events in 2022.
- Visitors Center carpet installation payment request
- Visitors Center break room request for funds to build the break room – **Matthew Young made the motion to fund visitor center kitchen and updates at the Visitors Center from Lenoir County Visitors Center line item 5050 in the TDA Budget, second by Linda Rouse-Sutton and unanimous approval.**
- Green Book Project and African American Heritage Commission – TDA staff working with AAHC members to assist with event.
- Spring Campaign marketing and Rewards Program – results of the campaign have been very good.
- Visitors Guide design and print information will be coming as visitor guides are needed to provide for NC Visitors Centers, lodging, sites and attractions and request for visitor information.

ADJOURN – Joe Hargett

Chairman Hargett informed the board that the next meeting will be held 1:50 PM, June 29, 2021. He asked if there was any other business to discuss. **There being no further business to transact, Matt Young made the motion to adjourn the meeting, seconded by Clara Jones Moore. Chairman Hargett declared the meeting adjourned.**



Joe Hargett, Chairman
Kinston-Lenoir County Tourism Development Authority



Jan Parson, Recorder
Executive Director



Date



Date

TOURISM DEVELOPMENT AUTHORITY**June 29, 2021****1:50 PM - Public Hearing****2:00 PM - Meeting****118 West North Street****Kinston, North Carolina 28501**

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

AGENDA**CALL TO ORDER**

Joe Hargitt

- Public Hearing – Proposed Budget for Year Ending June 2022
- Close Public Hearing

MINUTES

Joe Hargitt

- May 2021

FINANCIALS

Matt Young

- April 2021
- May 2021
- Year Ending 2022 Budget Presentation
- Year Ending 2022 Budget Adoption
- Appointments
 - Financial Officer Sandra Barss, Lenoir County Finance Officer
 - Michael Whitfield, Deputy Finance Officer
 - Budget Officer appointment
- Depository Bank – BB&T

OLD BUSINESS

Joe Hargitt

- Lenoir County Visitors Center – Kitchen Appliances
- Jan Parson
- Reminder - Appointment of Officers (7/27/21 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 (7/27/21 meeting).
- TDA Board Appointment Committee Meeting
- Stephen Hill
- TDA Board re-appointment
- Jan Parson
- SETRAC Grant Meeting to be scheduled to review possible changes.
- Matthew Young

NEW BUSINESS

Joe Hargitt

EXECUTIVE DIRECTOR REPORT:

Jan Parson

- SETRAC Grant program report – CCA funds return/funds request
- Marketing Update - Maps and Visitor Guides

ADJOURN**Next meeting at 2:00 PM, July 27, 2021**

**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
Meeting Minutes – 6/29/2021**

AUTHORITY PRESENT: Linda Rouse Sutton, Clara Moore, Gram Spear, Antonio Hardy, Stephen Hill, Clara Moore, Matthew Young

AUTHORITY ABSENT: Joe Hargett

STAFF PRESENT: Jan Parson, Robbie Rodgers

GUESTS: No guests attended the Public Hearing or meeting.

CALL TO ORDER:

Vice-Chairman Linda Rouse Sutton called the Public Hearing to order at 1:50 on June 29, 2021. Stephen Hill made the motion to close the public hearing at 2:00 pm, seconded by Clara Moore. Unanimously approved by the Board. No attendees were present at the public hearing.

Vice-Chairman Linda Sutton called the June 29, 2021, meeting of the Tourism Development Authority to order at 2:01 PM at 118 W. North Street.

I. MINUTES – Linda Rouse Sutton

Vice-Chairman Sutton asked if there were any corrections or additions to the May 2021 minutes. There being no comments or corrections, **upon motion by Gram Spear and seconded by Antonio Hardy, the minutes were unanimously accepted as presented.**

II. FINANCIAL REPORTS – Matthew Young

April 2021 financials

After reviewing the updated April 2021 financials prepared by Michael Whitfield, CPA, **Matthew Young made the motion to accept the financials and seconded by Clara Jones Moore. The April 2021 financial report was unanimously accepted as presented.**

May 2021 financials

After reviewing the updated May 2021 projected financials prepared by Michael Whitfield, CPA, **Matthew Young made the motion to table the financials, seconded by Clara Moore. The May 2021 financial report was unanimously tabled by the Board.**

2020/2021 BUDGET PRESENTATION – Matthew Young

Treasurer Young asked the Board to review a Budget Amendment Proposal for July 1, 2020 - June 30, 2021.

Clara Moore made the motion to accept the Budget Amendment as proposed for July 1, 2020 – June 30, 2021, seconded by Stephen Hill. The Budget Amendment for July 1, 2020, thru June 30, 2021, was unanimously accepted as presented.

2021/2022 BUDGET PRESENTATION – Matthew Young

Treasurer Young presented the 2021/22 Proposed TDA Budget. **Upon motion by Stephen Hill and second by Matthew Young, the Board unanimously approved the Kinston-Lenoir County Tourism Development Authority 2021/22 Budget as presented.**

Appointments

Matthew Young made the motion to move the appointments for Finance Officer, Deputy Finance Officer, Budget Officer and Depository Bank to the July 2021 meeting, seconded by Gram Spear. Unanimous approval by the Board.

III. **OLD BUSINESS** – Linda Rouse Sutton

- SETRAC Grant Committee – Matthew Young stated that he, Antonio Hardy, and Gram Spear, will meet to investigate new SETRAC Grant guidelines and report to the Board their findings and recommendations.
- Lenoir County Visitor and Information Center update – Jan Parson asked the Board to consider purchasing kitchen appliances for the break room. She stated that she had quotes for a refrigerator at \$799.00 plus installation of ice maker \$150.00, stove \$999, microwave with exhaust fan \$325.00, and stainless-steel sink \$425.00 (commercial) each plus tax and installation as needed. **Stephen Hill made the motion to approve the purchase of kitchen appliances within the price ranges reported and seconded by Gram Spear. The Board unanimously approved the motion.**
- TDA Board Appointment: Stephen Hill reported that both the Senate and the House have voted to approve the Bill. He and Matthew Young will meet to discuss the appointment and bring recommendations back to the Board

IV. **EXECUTIVE DIRECTOR REPORT** – Jan Parson

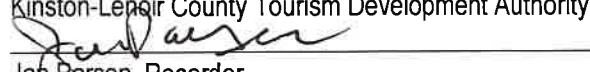
Parson reported the following:

- Appointments to be made at the first TDA meeting of the new fiscal year: Chairman, Vice-Chairman, Secretary, Treasurer, Financial Officer Sandra Barss (Lenoir County Finance Officer), Deputy Finance Officer Michael Whitfield, Budget Officer – and Depository Bank.
- Surplus furniture at the Lenoir County Visitor and Information Center (not exhibit items) that will not be needed, must be moved out, stored, or sold to allow work to begin in the auditorium. Some furniture and surplus items were loaned to Parson to be used if needed, other items were donated by Lenoir Community College to be used in the Visitors Center, if needed. Parson will call the owners of loaned items and ask them to pick them up. One desk donated by Lenoir Community College will go to the African American Heritage Commission (a non-profit) to use in their office. **Matthew Young made the motion that if surplus items can be sold, the proceeds from sold items should be sent to the accountant's office and deposited into the Kinston-Lenoir County TDA account. Any items not sold should be donated to the SPCA.**
- A check for \$10,240.00 has been received from the Community Council for the Arts returning the funds that were not spent from the CCA SETRAC Grant Fall/Winter Concert Series MKTG 19-20 due to COVID. Only one event had been marketed and expenditures for billboards for that event were deducted before the refund. Sandy Landis has notified staff that she will be sending the TDA a request for roof repairs at the CCA in 21/22.
- Maps and visitor guides are needed for 21/22 as soon as possible. Staff is in the process of getting quotes for both.

ADJOURN – Linda Rouse Sutton

Vice-Chairman Linda Rouse Sutton informed the board that the next meeting will be held 2:00 PM, July 27, 2021. She 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 Clara Jones Moore. Vice-Chairman Sutton declared the meeting adjourned.**


Linda Rouse Sutton, Vice-Chairman
Kinston-Lenoir County Tourism Development Authority


Jan Parson, Recorder
Executive Director

7/27/21
Date

7/27/21
Date

Kinston-Lenoir County Tourism Development Authority
Budget Proposal
FYE 06/30/22

	21 - 22 Proposed Budget
Revenues	
Tax Revenue	\$ 375,780.00
Fund Balance Pledged Prior Year	11,911.78
Total Revenues	387,691.78
Expenses:	
Conferences, Meetings, and Travel	10,000.00
Dues and Subscriptions	1,500.00
Equipment and Equipment Maintenance	5,000.00
Insurance	3,300.00
Lenoir Co. Visitor and Information Center	20,000.00
Marketing and Tourism Development	175,480.00
Miscellaneous	1,500.00
Operating Expense	30,000.00
Payroll Expenses	94,000.00
Professional Services	25,000.00
Total Operating Expenses	365,780.00
Contingency/Reserve	10,000.00
Pledged Prior Years	11,911.78
SETRAC Grants	-
Total Expenses	387,691.78
Net Budgeted Activity (should be \$0.00)	\$ -

Kinston-Lenoir County Tourism Development Authority
Budget Proposal
FYE 06/30/22

	21 - 22 Proposed Budget
Revenues	
Tax Revenue	\$ 375,780.00
Fund Balance Pledged Prior Year	11,911.78
Total Revenues	387,691.78
Expenses:	
5010 Conferences, Meetings, and Travel	10,000.00
5020 Dues and Subscriptions	3,500.00
5030 Equipment and Equipment Maintenance	5,000.00
5040 Insurance	4,000.00
5060 Marketing and Tourism Development	172,780.00
5070 Miscellaneous	1,500.00
5080 Operating Expense	50,000.00
5090 Payroll Expenses	94,000.00
5100 Professional Services	25,000.00
5110 COVID Grant Expense	-
Total Operating Expenses	365,780.00
Contingency/Reserve	10,000.00
Pledged Prior Years	11,911.78
Total Expenses	387,691.78
Net Budgeted Activity (should be \$0.00)	\$ -

Kinston-Lenoir County Tourism Development Authority
Budget Amendment Proposal - 06/29/2021
07/01/20 - 06/30/21

	2020-21	Amendment	Proposed Amended
Revenues			
Tax Revenue	\$ 259,000.00	\$ 30,000.00	\$ 289,000.00
Fund Balance Appropriation	-	-	-
COVID Grants	25,750.00	-	25,750.00
Fund Balance Pledged Prior Year	37,000.00	-	37,000.00
Total Revenues	321,750.00	30,000.00	351,750.00
Expenses:			
5000 Administrative Fees	-	-	\$ -
5010 Conferences, Meetings, and Travel	1,000.00	500.00	\$ 1,500.00
5020 Dues and Subscriptions	1,200.00	500.00	\$ 1,700.00
5030 Equipment and Equipment Maintenance	4,000.00	1,000.00	\$ 5,000.00
5040 Insurance	3,500.00	-	\$ 3,500.00
5050 Lenoir Co. Visitor and Information Center	15,000.00	-	\$ 15,000.00
5060 Marketing and Tourism Development	77,250.00	27,000.00	\$ 104,250.00
5070 Miscellaneous	1,300.00	-	\$ 1,300.00
5080 Operating Expense	32,000.00	2,000.00	\$ 34,000.00
5090 Payroll Expenses	94,000.00	5,000.00	\$ 99,000.00
5100 Professional Services	19,000.00	4,000.00	\$ 23,000.00
5110 COVID Grant Expense	26,500.00	-	\$ 26,500.00
Total Operating Expenses	274,750.00	40,000.00	314,750.00
Contingency/Reserve	10,000.00	(10,000.00)	-
Pledged Prior Years	37,000.00	-	37,000.00
SETRAC Grants	-	-	-
Total Expenses	321,750.00	30,000.00	351,750.00
Net Budgeted Activity (should be \$0.00)	\$ -	\$ -	\$ -

Kinston-Lenoir County Tourism Development Authority
 Budget Amendment Proposal - 06/29/2021
 07/01/20 - 06/30/21

	2020-21	Amendment	Proposed Amended
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Tax Revenue	\$ 259,000.00	\$ 30,000.00	\$ 289,000.00
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Expenses:			
5000 Administrative Fees	-	-	\$ -
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5020 Dues and Subscriptions	1,200.00	500.00	\$ 1,700.00
5030 Equipment and Equipment Maintenance	4,000.00	1,000.00	\$ 5,000.00
5040 Insurance	3,500.00	-	\$ 3,500.00
5050 Lenoir Co. Visitor and Information Center	15,000.00	-	\$ 15,000.00
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PUBLIC NOTICE



JUN 13

Public Notice: TDA 2021/2022 proposed budget

Legal Notice - PUBLIC HEARING

2021-2022 Proposed Tourism Development Authority Budget

Notice is hereby given that the Kinston/Lenoir County Tourism Development Authority will hold a Public Hearing at 4:30 pm on Tuesday, June 29, 2021 in the conference room of the 118th Kinston office 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 2021-2022. All interested parties are invited to attend. The Proposed Budget for Fiscal Year 2021-2022 is available for inspection by appointment at 118 West North Street, Kinston, NC 28501 or at <https://tda.lenoir.gov>. For appointment please call: 252-524-2509.

Contact Jan Pearson at 252-590-2643





PUBLIC NOTICE AFFIDAVIT

Date: 8/3/2021

Advertiser: Kinston-Lenoir County Tourism Development Authority

Re: Public Notice: TDA 2021/2022 proposed budget

The following Public Notice published to NeuseNews.com and in our *Neuse Newsletter* on 5/30/2021, 6/6/2021 and 6/13/2021. If you need any additional information, please let us know.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "BJ Murphy", with a stylized flourish at the end.

BJ Murphy, Publisher

bj@neusenews.com

252.572.1330

Kinston-Lenoir County Tourism Development Authority
Budget Proposal
FYE 06/30/22

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Legal Notice – PUBLIC HEARING

2021-2022 Proposed Tourism Development Authority Budget

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Contact Jan Parson at 252-560-2693



Legal Notice – PUBLIC HEARING

2021-2022 Proposed Tourism Development Authority Budget

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For appointment please call: 252-523-2500.

Contact Jan Parson at 252-560-2693

