

TOURISM DEVELOPMENT AUTHORITY

**July 27, 2021,
2:00 PM - Meeting**

**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
• June 2021

FINANCIALS Matt Young
• May 2021
• June 2021

OLD BUSINESS Joe Hargitt
Appointment of Officers –

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
- Budget Officer
- Financial Officer – Sandra Barss, Lenoir County Finance Officer
- Deputy Finance Officer – Michael Whitfield

- Lenoir County Visitor Center and sculpture update
- Scheduling of Committee Meetings

NEW BUSINESS

EXECUTIVE DIRECTOR REPORT: Jan Parson
• Marketing for year 2021-2022 request
• Lenoir County Visitor Center Maps and exhibits request
• Downtown Visitor Center plan and request

ADJOURN

Next meeting at 2:00 PM, August 24, 2021



**KINSTON-LENOIR COUNTY
TOURISM DEVELOPMENT AUTHORITY
July 27, 2021**

AUTHORITY PRESENT: Joe Hargitt, Antonio Hardy, Linda Rouse Sutton, Gram Spear,
Matthew Young,

AUTHORITY ABSENT: Stephen Hill, Clara Moore

STAFF PRESENT: Jan Parson, David Mooring

CALL TO ORDER:

Chairman Hargitt called the Regular Meeting of the Tourism Development Authority to order at 2:05 PM in the Visit Kinston conference room at 118 West North Street, Suite A, Kinston, NC.

I. MINUTES –Chairman Joe Hargitt

Chairman Hargitt asked the Board to review the June 2021 minutes. He 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 Gram Spear the minutes were unanimously accepted as presented.**

II. FINANCIAL REPORT – Matthew Young

Treasurer Young asked the Board to review the May 2021 financial report. He gave a review of the report. **Upon motion by Linda Rouse Sutton and second by Antonio Hardy the May 2021 financial report was accepted as presented. The Board unanimously approved the motion to accept the financial report as presented.**

Treasurer Young asked the Board to review the June 2021 financial report. He gave a review of the report. **Upon motion by Linda Rouse Sutton and second by Gram Spear the June 2021 financial report was accepted as presented. The Board unanimously approved the motion to accept the financial report as presented.**

III. ELECTION OF OFFICERS – Joe Hargitt

Election of 2021/22 Officers – Chairman Joe Hargitt, asked the Board to nominate and elect the Tourism Development Authority officers for 2021/22. Officers were nominated and elected as listed below:

- Chairman - Joe Hargitt – **Gram Spear made the motion to approve Joe Hargitt as Chairman, seconded by Linda Rouse-Sutton and unanimously approved by the Board.**
- Vice-Chairman - Linda Rouse Sutton – **Gram Spear made the motion to approve Linda Rouse-Sutton as Vice Chairman, seconded by Antonio Hardy and unanimously approved by the Board.**
- Secretary - Jan Parson - **Gram Spear made the motion to approve Jan Parson as Secretary, seconded by Linda Rouse-Sutton and unanimously approved by the Board.**
- Treasurer - Matthew Young - **Gram Spear made the motion to approve Matthew Young as Treasurer, seconded by Linda Rouse-Sutton and unanimously approved by the Board.**
- Budget Officer - Antonio Hardy - **Gram Spear made the motion to approve Antonio Hardy as Treasurer, seconded by Linda Rouse-Sutton and unanimously approved by the Board.**
- Finance Officer – Sandra Barss, Lenoir County Finance Officer - **Gram Spear made the motion to approve Sandra Barss as Finance Officer, seconded by Linda Rouse-Sutton and unanimously approved by the Board.**
- Deputy Finance Officer – Michael Whitfield, CPA - **Gram Spear made the motion to approve Michael Whitfield, CPA as Deputy Finance Officer, seconded by Linda Rouse-Sutton and unanimously approved by the Board.**

Upon motion by Gram Spear and second by Antonio Hardy the Board unanimously approved BB&T as the Depository Bank for the Kinston-Lenoir County Tourism Development Authority.

IV. **NEW BUSINESS** – Joe Hargitt

- Matthew Young recommended that the staff contact the Department of Transportation to have the Lenoir County Visitor Information and Civil War Museum signs located on Highway 70 be replaced with one that does not have Civil War Museum listed on the sign since the Visitors Center will no longer feature only Civil War Museum exhibits.

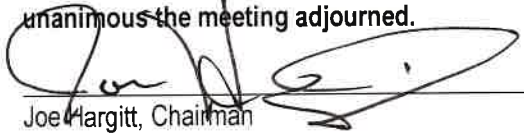
V. **OLD BUSINESS** – Joe Hargitt

- Jan Parson gave a report: A committee is meeting to begin the process of choosing a design and artist to create the sculpture to be located on the Lenoir County Visitor and Information property.
- TDA Committees to meet in August.


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

- Website analytics report – results are very good
- Marketing request to spend up to \$60,000.00 for Summer/Fall Media and Creative for 2021-22 with Kanipe Creative. **Upon motion by Gram Spear and second by Linda Sutton the Board approved up to \$60,000.00 from Marketing and Tourism Development for the Summer/Fall Media and Creative 2021-22. The motion was approved by the Board. Matthew Young was the only dissenting vote.**
- Parson recommended closing the Visit Kinston Information Center on North Street due to the need to staff the Lenoir County Visitor and Information Center.

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

8-27-21

Date

8/27/21

Date