

**TOURISM DEVELOPMENT AUTHORITY**

**September 28, 2021**

**2:00 PM**

**101 East New Bern Road  
Kinston, North Carolina 28504**

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  
• August 2021

**FINANCIALS** Matt Young  
• July 2021  
• August 2021

**OLD BUSINESS** Joe Hargitt  
• Lenoir County Visitors Center  
    o Phone system  
    o Security system and cameras update  
    o Visitor center auditorium and upstairs update  
• TDA Committee Meetings

**NEW BUSINESS** Joe Hargitt

**EXECUTIVE DIRECTOR REPORT:** Jan Parson  
• SETRAC Grants-funds that are not to be requested  
• Community Council for the Arts-request for capital project funds  
• Marketing Update

**ADJOURN**  
**Next meeting at 2:00 PM, October 26, 2021**



**KINSTON-LENOIR COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
Meeting Minutes – September 28, 2021**

**AUTHORITY PRESENT:** Joe Hargett, Linda Rouse-Sutton, Matthew Young, Stephen Hill, Gram Spear

**AUTHORITY ABSENT:** Antonio Hardy, Clara Jones Moore

**STAFF PRESENT:** Jan Parson, David Mooring, Billy Andrews

**GUESTS:**

**CALL TO ORDER:**

Chairman Joe Hargett called the meeting of the Tourism Development Authority to order at 2:15 PM at 101 East New Bern Road, Kinston, NC. He then welcomed the authority.

**I. MINUTES – Joe Hargett**

Chairman Hargett asked the authority to review the August 2021 minutes. He asked if there were any corrections or additions to the August 2021 minutes. There being no comments or corrections, **upon MOTION by Linda Rouse-Sutton and second by Stephen Hill, the minutes were unanimously approved, as presented.**

**II. FINANCIAL REPORT – Matthew Young  
July and August 2021 financials**

After reviewing the financials, a **MOTION was made by Matthew Young and second by Stephen Hill to table the July and August 2021 financials until the October 2021 meeting. Unanimously approved.**

**III. NEW BUSINESS**

None reported

**IV. OLD BUSINESS – Jan Parson**

- Telephone – Phone number was brought from North St. Working on converting to one phone line.
- Security System – The visitors center has now been changed over to the enhanced system with password changes. It is noted that the new system will allow for eight cameras, and we are utilizing only four at present; on the exterior of the building. It was recommended by Linda Rouse-Sutton that we utilize the other four cameras for interior usage once construction is done.
- Renovation
  - a. proposed plan would take 3-4 months construction time
  - b. discussed layout idea of construction area, with office space and conference room
  - c. the need of a climate-controlled room upstairs for proper storage of paintings and documents, and maybe office space
- North Street

The center section of the North Street facility has been rented and we need to have all the inventory out by October 1, thereby causing a lot of overflow and storage issues at the Hwy 70 location.
- TDA Committee Meetings

Discussion regarding committee duties. A **MOTION made by Linda Rouse-Sutton and second by Stephen Hill, committee members meet and prepare a report for the October 2021 meeting. Unanimously approved.**

IV. EXECUTIVE DIRECTOR REPORT – Jan Parson

- SETRAC Grant – It was noted on the financial reports that funds have not been transferred by CPA to general funding. This was approved in prior minutes. A **MOTION was made by Stephen Hill and second by Linda Rouse-Sutton to affirm the decision of the authority as recorded in the minutes of July 2020 for transferring SETRAC funds to general funding. Unanimously approved**
- Community Council for Arts – Requesting capital project funds. No action taken.
- Lenoir Co Extension Service – Requesting capital project funds. No action taken
- Marketing –
  - a. photos and tapes have been made, throughout the area for marketing the region.
  - b. magazines ads have been placed with great response for visitor information, especially Southern Living magazine
  - c. Rewards Program discussed-very successful
  - d. A suggestion was made with reference to linking the Visitor Center to the county's internet web page. No further action

**ADJOURN – Joe Hargett**

Chairman Hargett informed the board that the next meeting will be held 2 PM, October 26, 2021. He then asked if there was any other business to discuss. There being no further business to transact, Graham Spear made a **MOTION to adjourn the September 28, 2021, meeting, and second by Linda Rouse-Sutton. Unanimously approved. Chairman Hargett declared the meeting adjourned at 4:10pm.**

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Kinston-Lenoir County Tourism Development Authority

\_\_\_\_\_  
Date

\_\_\_\_\_  
Jan Parson, Executive Director

\_\_\_\_\_  
Date

\_\_\_\_\_  
L. William Andrews, Recorder

\_\_\_\_\_  
Date