

Board Report (Monthly Recap)

Shally Shuttled started Jan. 6th (monthly data attached)

WECT/WWAY continues to do interview on the success of the shuttle

Met with TDA for our quarterly meeting

-TDA is going to be Jersey Sponsor for the new Baseball League in Shallotte-
Shallotte Shallywags

- Looking at additional marketing opportunities for Tourism

Staff spoke at the Annual Chamber Event on where Shallotte is headed in 2025.

Attended Board Workshop regarding Salary Study

The Employee Luncheon/Chucks Retirement party had a great turnout and we had good feedback from employees.

Catalis Webinar regarding new updates.

Sewer cutoff notice- CodeRed

DOT Helmet Grant was submitted

FB Marketing continues to help promote events

Met with staff on spring/summer schedules and town projects

Staff has been repairing flower baskets for main street

Staff has been ordering all marketing materials for upcoming events

Met with Kiwanis on partnership with Price Landing

Assisted with Planning Dpt on Stakeholder Street Plan- marketing, meetings etc.

Board retreat items have been ordered

Event Schedules below that have been finalized.