

**Town of Swansboro
Tourism Development Authority
Special Meeting
April 27, 2023**

In attendance: Chairperson Randy Swanson, Sherri Handcock, Dusty Rhodes, Scott Chadwick, Jack Hark and Linda Thornley.

Call to Order

The meeting was called to order at 2:26 pm with a quorum present.

Reports

Finance Director Sonia Johnson reviewed the Financial Summary Analysis, which reflected a balance of \$191,433.38 as of 3/31/2023.

New Business

Funding Requests

Swansboro Baseball/Softball League, Inc. sought funding for the Cal Ripken Tournament scheduled for June 24-28, 2023. Total event cost estimates were \$40,250. Thirty+ teams are expected to participate from all over eastern NC.

The Swansboro Baseball & Softball League, Inc. was approached to host the event because of the significant improvements made at the park. Players/coaches are estimated at 450, spectators estimated at 1080. And support staff such as umpires, league presidents and other officials estimated at 54. Spectators, local and from out of town estimated at 1396.

Swansboro Baseball & Softball League, Inc would approach the Hampton Inn for a group rate for teams and visitors and would guarantee 4 rooms for 5 nights paid by the league for the umpire in charge and Cal Ripken officials. Other economic impacts would include restaurants, activities, extended stay, and future return visits.

On a motion by Linda Thornley, seconded by Scott Chadwick the funding request of \$40,250 though granted \$5,000.00 for construction and maintenance of score boards. Unanimously approved for the SBSL, Inc. Cap Ripken Tournament.

Seaside Arts Council- sought \$3,000 in funding for their Swans by The Sea Project. Sculpted molds of swans would be available in two sizes. The project would provide a tangible artistic draw to visit the Swansboro area. Like the Bears in New Bern, the intent was to add to the list of things to do and see in Swansboro and the Swansboro area. The large outdoor freestanding sculpted swan 59" x 31" x 36" was \$3,000 and the small 18" x 7" x 9" tabletop sculpture swan \$1200.



On a motion by Linda Thornley, seconded by Chadwick, the funding request of \$3,000 was unanimously approved for the Seaside Arts Council Swans by the Sea Project.

Budget Amendment 2023-3 provides the funding approved for the SBSL, Inc. \$5,000 and Seaside Arts Council \$3,000.

Budget Amendment #2023-3 of \$8,000 was unanimously approved.

Marketing and Advertising Quarterly Update/Additional Opportunities

Anne Marie Bass of Front Row Communications reviewed quarterly status report for 3/17/2023. Content included details on the Swansboro Visitors Brochure, Facebook Ad Reports, Print Ad Placements & Earned Media, and Social Media Stats.

Specific inquiries from the Board included: The Board asked where brochures were being distributed and Ann Marie advised them, they would be at the Visitors Centers. The Board advised to have rainy day dates of Festival, etc. noted in the brochures. The board suggested having local people and local companies send in pictures they have taken to put in the brochure.

Proposed FY 23/24 Budget

Finance Director Sonia Johnson submitted the FY 23/24 Budget Proposal and Budget Message. Total revenues and expenditures matched at \$110,700.

A public hearing was set for May 18th, 2023, at 2:30PM

National Tourism Day

The I-95 North Welcome Center in Pleasant Hill held their Annual Tourism Day event on May 11th. This day offers an opportunity to talk with tourists about attractions, events hotel/motels, restaurants, and other North Carolina Products. All board members were invited to attend.

Board Comments

The Board agreed if a Town member attended, they can request reimbursement the next scheduled meeting.

Adjournment

On a motion by Randy Swanson, seconded by Dusty Rhodes, the meeting adjourned at 3:50 pm.