

**Town of Swansboro
Tourism Development Authority
Special Meeting
May 18, 2023**

In attendance: Sherri Handcock, Dusty Rhodes, Scott Chadwick, Jack Hark and Linda Thornley. Not in attendance: Chairman, Randy Swanson

Call to Order

The meeting was called to order at 2:36 pm with a quorum present.

Approval of Minutes

July 14, 2022, Meeting Minutes

With a motion to approve by Scott Chadwick and second by Sherri Handcock, the minutes were approved unanimously by the board.

October 13, 2022, Meeting Minutes

With a motion to approve by Scott Chadwick and second by Sherri Handcock, the minutes were approved unanimously by the board.

January 12, 2023, Meeting Minutes

With a motion to approve by Scott Chadwick and second by Sherri Handcock, the minutes were approved unanimously by the board.

New Business

Sonia Johnson, Finance Director, stated that the FY23/24 overall Budget remains the same as presented at the April 27, 2023, Special Meeting.

Public Hearing and Adoption of Budget for FY23/24

After discussions regarding the Budget, the Public Hearing was opened, and no comments were made.

With a motion to approve by Scott Chadwick and second by Dusty Rhodes, the budget was approved unanimously by the board.

Public Comments

No public comments were offered.

Board Comments

No Board comments were offered.

Adjournment

On a motion by Scott Chadwick, seconded by Dusty Rhodes, the meeting adjourned at 2:38pm.

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Exhibit A

SWANSBORO TOURISM DEVELOPMENT AUTHORITY

Proposed Budget

FISCAL YEAR 2023-2024

REVENUES

70-320-0309	Donations	\$	4,000	Swansboro Downtown Merchants
70-399-1991	Transfer from General Fund	\$	106,700	Net proceeds, room occupancy tax
Total Reveunes		\$	110,700	

EXPENSES

70-800-1910	Services - Auditor	\$	3,000	Annual fee for required audit per statute
70-800-3910	Advertising / Promotions:			
	TOS-Visitor Center	\$	5,660	Management fee - \$1,415/quarter (estimated)
	Front Row Communications	\$	21,996	\$5,499/quarter-Marketing/Advertising Services
	General advertising	\$	32,527	\$8,131.75/quarter (Front Row Communications-Proposed Marketing, Advertising, and Tourism Support)
	Downtown Merchants	\$	4,000	Swansboro by Candlelight FY 23/24
70-800-2995	Administrative Services	\$	4,100	\$1,025/quarter paid to Town for administration
70-800-2010	Supplies	\$	1,000	Misc office supplies, forms, books, binders, postage, checks, etc
70-800-3100	Travel / Conference	\$	2,000	Travel expenses
70-800-4540	Insurance	\$	500	Bond for Finance Officer
70-800-4910	Dues and Subscriptions	\$	350	Membership fees to various organizations
70-800-7920	Grants - Capital	\$	35,567	"Capital" grants only - 1/3 Tourism Related Capital Expenses
Total Expenditures		\$	110,700	

Airport Advertising-every year to be moved from Capital Grant line item	\$5,000.00	Per Meeting Minutes 07/14/14
Total Committed FY 23/24	\$5,000.00	
Remaining funds available		\$30,567

Note: Section 6 of the Resolution Establishing the Swansboro TDA states that 2/3 of tax must be used to "promote travel and tourism", and the remaining funds may be used for "tourism-related expenditures". According to the definitions in the resolution, "promote travel and tourism" includes advertising and administrative expenses, and "tourism-related expenditures" include those designed to increase the use of lodging facilities or to attract tourists to the town, including capital expenditures.

For budget purposes, the line items shaded in blue are the "promote travel & tourism" expenses = 2/3 of total ;
the line items shaded in red are the "tourism-related expenditures" = 1/3 of total.