

Town of Swansboro
Swansboro Tourism Development Authority
July 10, 2025, Regular Meeting Minutes

In attendance: Chairman Randy Swanson, Jack Harnatkiewicz, Preston Patterson, Michael Diehl, Steven Overby and Linda Thornley.

Call to Order

Chair Randy Swanson called the meeting to order at 2:31 pm.

Approval of Minutes

On a motion by Mrs. Thornley, seconded by Mr. Overby, the May 8, 2025, special meeting minutes were unanimously approved.

Business

Audit Contract-Gregory T. Redman, CPA for the period July 1, 2024, through June 30, 2025
Finance Director Sonia Johnson reviewed that the proposed contract with Gregory T. Redman, CPA, was to perform the annual audit for FY 2024–2025 at a fee of \$3,000.

On a motion by Mrs. Thornley, seconded by Mr. Diehl, the Audit Contract with Gregory T. Redman, CPA, for the period July 1, 2024, through June 30, 2025, was unanimously approved.

Funding Request – Seaside Arts Council

Finance Director Johnson reviewed a \$2,000 funding request from the Seaside Arts Council to support SwanFest, the free summer concert series held annually in downtown Swansboro.

Cassandra Nicholas, a representative from the Seaside Arts Council discussed SwanFest funding, noting \$18,000 in business sponsorships and \$6,500 from the Town, pending receipt. This year's income of \$23,000-\$24,000 missed the \$33,000 target, prompting a cut to 12 shows. Weather canceled one show, but rescheduling was possible. Typically, two cancellations occur each summer, often without the chance to reschedule. For same-day rain cancellations, bands were fully paid; different terms apply if canceled over two days ahead. Advertising included significant in-kind support from the Tideland News and regional outreach, showing increased funding from a previous shortfall due to leadership changes.

On a motion by Mr. Diehl, seconded by Mrs. Thornley, the Authority unanimously approved the funding request for \$2,000 to the Seaside Arts Council.

Funding Request – Town of Swansboro

Finance Director Johnson reviewed that the Town Board of Commissioners held discussion on providing portable restrooms during their June 10th regular meeting. Staff

obtained a quote for two portable restrooms at \$475 per month, including twice-weekly cleaning for a total of \$2,000 which would cover a timeframe of approximately 4 months. This was a temporary solution while the Visitor's Center remained closed, with its timeline of reopening uncertain.

On a motion by Mrs. Thornley, seconded by Mr. Diehl, the funding request of \$2,000 for portable restrooms along with Budget Amendment #2026-1 was unanimously approved.

Finance Report – (4th Qtr. FY 24-25)

Finance Director Johnson reviewed the 4th Quarter Financial Report, indicating a Beginning Fund Balance of \$215,760.91. Total Revenues achieved were \$124,249.00, while Total Expenditures amounted to \$97,937.82, culminating in an Ending Cash Balance of \$242,072.10.

In response to an inquiry from the board, the only funds that had been allocated that remain unspent was \$30,000 for the visitor's center.

Marketing & Advertising Status Update Discussion

There were no further updates to review.

Board Projects/Discussion Items

The board reviewed the status of outstanding grants, noting that all were accounted for except the previously earmarked \$30,000 for the Visitor Center, which remains unspent and was discussed in relation to restroom facility needs. Members also explored current marketing and advertising strategies, expressing interest in expanding outreach through digital platforms and regional media. A prior topic regarding live cameras was revisited, with concerns about management, pricing, and TDA permissions, though no decisions were made. There was also discussion about future spending opportunities, and the board expressed interest in evaluating long-term infrastructure projects, such as portable restroom units not leased but purchased, and agreed to continue researching their feasibility for future support.

Board Comments

Mrs. Thornley thanked the TDA for their previous support for the Military Affairs Committee's Military Appreciation Day. She shared that the event was well attended.

Adjournment

On a motion by Mrs. Thornley, seconded by Mr. Diehl, the meeting adjourned at 3:06 pm.