

**Town of Swansboro
Tourism Development Authority
Special Meeting
February 22, 2024**

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

Call to Order

The meeting was called to order at 2:31 pm with a quorum present.
New Board Member Introductions.

Reports

Finance Director reviewed the Financial Summary Analysis, which reflected a balance of \$221,141.17 on 12/31/23.

Ann Marie Bass presented the Front Row Communications Quarterly Marketing & Advertising Report.

Approval of Minutes

On a motion by Linda Thornley and second by Jack Harnatkiewicz, the October 5, 2023, special meeting minutes were approved unanimously by the board.

New Business

A. Funding Request

Swansboro Historical Association submitted a grant application for the Swansboro Historic Homes Tour. Overall Total Funding Requested: \$3,000.

The Swansboro Historical Association and the historic homes tour are a good investment for the Swansboro Tourism Development Authority. The homes tour is an extremely popular event in other local coastal towns and brings visitors from throughout the region to tour these homes. This tour will expose visitors to Swansboro and encourage return visits to the town and surrounding area.

While in town for the tour, visitors will likely visit local restaurants and shops, supporting local businesses and generating an interest for a return visit to Swansboro.

With a motion to approve \$1,500 by Linda Thornley and seconded by Jack Harnatkiewicz, the motion passed 5:1.

Ayes: Swanson, Thornley, Harnatkiewicz, Patterson, Brown
No: Diehl

B. Marketing & Advertising Request

Ann Marie advised the need for a new website hosting maintenance provider because the previous vendor is no longer in business. Anne Marie recommended Dream Host.

With a motion to approve the Dream Host contract by Linda Thornley and second by Jack Harnatkiewicz, the motion was approved unanimously by the board.

C. Audited Financial Statements

Sonia Johnson presented the Audited Financial Statements for the year ended June 30, 2023.

Public Comments

No public comments were offered.

Board Comments

Linda Thornley mentioned she is still working on a PDF version of the current Grant Application and will bring it back to the Board for review.

Randy Swanson stated Front Row Communications contract is up for renewal July 1, 2024, and if needed, the Swansboro TDA will go through the bid solicitation process for marketing & advertising services.

Adjournment

On a motion by Linda Thornley, seconded by Jack Harnatkiewicz, the meeting adjourned at 4:15pm.

Next Scheduled Meeting: Thursday, April 11, 2024