



Tourism Development Authority

TOURISM DEVELOPMENT AUTHORITY (TDA)

MEETING MINUTES

February 8, 2022

12:00 pm

Meeting Location:

Cedarbrook Country Club

225 Country Club Drive

State Road, NC 28676

Present: Lisa Turney, Chair; Zim Zimmerman, Vice-Chair; Ken Gulaian; Eddie Harris; and Hannah Holyfield.

Others Present: Chris Knopf, County Manager; Nathan Walls, Assistant to the County Manager/PIO; and Joe Zalescik, Mount Airy TDA.

Ms. Turney, Chair, called the meeting to order at 12:07 pm.

Approval of Minutes

Upon motion of Mr. Zimmerman, seconded by Ms. Holyfield, the TDA unanimously approved the November 9, 2021 minutes as written.

Financial Update

Chris Knopf, County Manager, provided a financial update. He said \$33,380.78 remained in the budget. Mr. Knopf reviewed expenses. He said occupancy taxes are at 85 percent of what was budgeted for FY22.

He included a FY21-22 Audit Wrap-up from Gould Killian. Mr. Knopf said there were no changes made to significant accounting policies or procedures by the TDA, all significant transactions were recognized in financial statements and the financial statement disclosures were neutral, consistent and clear.

Mr. Knopf discussed the FY22-23 draft budget. He discussed the new Tourism Coordinator position that will assist the Surry County TDA and Dobson TDA. Mr. Knopf discussed the interview process that was upcoming and the job duties for the position. He detailed the recommended line items for the FY22-23 draft budget, including professional services, contracted services, supplies and materials, perishable supplies, small equipment, travel and training, telephone, postage, printing, advertising, marketing, MASC Airport Fly-In/Car Show, Civil War Trail sites contribution, Surry Old Time Fiddlers Convention contribution,

miscellaneous and display cases at the Historic Courthouse. Grant requests included the Surry County Historical Society (for Edwards-Franklin House and Reeves Building), the Yadkin Valley Heritage Corridor, Horne Creek Farm Committee, Rockford Preservation Society, Mount Airy Museum of Regional History exhibit, Foothills Arts Council event, Digital Heritage Project and Daniel Boone Heritage Trail. He said the total budget needs to be around \$190,000, but before trimming the current requests, the draft budget stands at approximately \$217,000. Mr. Gulaian said all grant details need to be reviewed before deciding what to trim. The board discussed the Surry County Historical Society request in detail. Mr. Knopf said the African American Historical and Genealogical Society has not yet submitted a grant request. Mr. Harris discussed broadband investment and other line items for the Invest in Surry plan that was approved by the Surry Board of County Commissioners.

Old Business

Mr. Knopf said the Surry County Sonker Historical Marker arrived at the Historic Courthouse and staff will work to get it installed at a future ceremony. He said a grant had been received and the TDA needs to accept the funding by approving a budget amendment, which Mr. Knopf detailed.

Upon motion of Mr. Gulaian, seconded by Mr. Zimmerman, the TDA unanimously approved the following budget amendment #1:

Budget Amendment #01-FY2021-22

Expenditures

Account Code	Description	Previous Amount	Change	Revised Amount
99054995-51720	Contracted Services	\$7,000	\$1,000	\$8,000
99054995-52010	Supplies & Materials	\$1,000	\$1,140	\$2,140
99054995-55020	Rent-Buildings & Eqpt	\$100	\$1,000	\$1,100

Revenues

Account Code	Description	Previous Amount	Change	Revised Amount
99054995-41800	Occupancy Tax	\$122,548	\$2,000	\$124,548
99054995-44625	Pomeroy Fdn Grant	\$0	\$1,140	\$1,140

Notes: Sonker Sign - \$1,140; Sign Installation - \$1,000; Pomeroy Grant - \$1,140

New Business

Mr. Knopf said Jessica Roberts, Tourism Partnership, could not attend, so he distributed her report and provided a brief marketing update.

Mr. Knopf discussed who would serve on the interview panel for the new Tourism Coordinator position. He said a meet-and-greet could be held once the new Tourism Coordinator is hired.

Other Items

Ms. Holyfield asked about a Spring 2022 concert that was planned by Shelton Vineyards, near the venue. Mr. Knopf said the event was planned by Dobson TDA and was going to be held near the Hampton Inn off the Dobson I-77 exit. He said the event had been postponed.

Mr. Harris said he enjoyed the last TDA meeting at Horne Creek. He said he later met the Cherokee Nation people, who were at Horne Creek, and enjoyed the experience. Ms. Turney discussed the Cherokee Nation's involvement with the Cherokee Heritage Apple Orchard project at Horne Creek. She said Forsyth, Stokes and Guilford county school systems are participating by receiving four apple trees to start mini-orchards at their schools – she said 12 schools are participating.

Mr. Harris discussed \$4 million in funding coming to Pilot Mountain State Park - Bean Shoal Access to fund bridges over the creek, stream restoration, a campground, among other items. He also discussed the new cell phone tower ordinance amendments that were passed February 7, 2022 by the Surry Board of County Commissioners. Mr. Harris said this could help with cell phone reception in the Pilot Mountain area and other areas that are lacking in reception. He also discussed details of the Invest in Surry plan that was approved the night before by the Surry Board of County Commissioners – the details were pertinent to tourism in Surry County.

The next meeting is scheduled for May 10, 2022 to be held at the Historic Courthouse.

Upon motion of Ms. Holyfield, seconded by Mr. Zimmerman, the TDA voted unanimously to adjourn the meeting at 12:51 p.m.

Lisa Turney, Chair

Chris Knopf, County Manager



Tourism Development Authority

TOURISM DEVELOPMENT AUTHORITY (TDA)

MEETING MINUTES

May 10, 2022

12:00 pm

Meeting Location:

**Surry County Historic Courthouse
114 W. Atkins St.
Dobson, NC 27017**

Present: Lisa Turney, Chair; Ken Gulaian; Eddie Harris; and Hannah Holyfield.

Others Present: Chris Knopf, County Manager; Travis Frye, Surry County/Dobson Tourism Coordinator; Nathan Walls, Assistant to the County Manager/PIO; and Bruce Jeffers, new Surry County resident from Ohio, with rental cabins on Mitchell River.

The new resident explained why he and his wife purchased property near the Elkin area.

Ms. Turney, Chair, called the meeting to order at 12:15 pm.

Ms. Turney introduced Travis Frye, the new Surry County/Dobson Tourism Coordinator.

Approval of Minutes

Upon motion of Mr. Gulaian, seconded by Ms. Holyfield, the TDA unanimously approved the February 8, 2022 minutes as written.

Financial Update

Chris Knopf, County Manager, provided a financial update. He said as of May 2, 2022, Surry County TDA was at 66 percent of budget and will, more than likely, come in under budget. The only outstanding item is wayfinding signs along U.S. Hwy 21 and near Mountain Park Elementary School. He said, unless there is a delay, he expects those funds to be expended before June 30, 2022. Mr. Knopf said there will be at least one more transfer to the Tourism Partnership, which represents one-third of collections for April and June 2022, but other than that, the budget is in really good shape.

Mr. Knopf presented Budget Amendment #2 for FY22. He said various line items need adjusting to accommodate additional expenses for the year, including Small Equipment additional funding, additional expenses for wayfinding signs, Equipment Maintenance additional funding, Printing additional funding, Rentals for Buildings and Equipment additional funding, Marketing and

Promotion additional funding, Tourism Partnership additional funding, zeroing out the Contingency Fund and increasing Occupancy Tax collections funding. He said he believes we will probably have Occupancy Tax collections close to \$175,000, which is a significant increase from years past, probably due to Air BnB rentals. Mr. Knopf predicted that figure to rise in coming years to near \$200,000.

Mr. Harris and Mr. Frye discussed Dobson TDA’s current Occupancy Tax revenue total.

Mr. Harris discussed areas within the Surry County TDA’s jurisdiction. Mr. Knopf stated what another hotel could bring in terms of revenue.

Upon motion of Mr. Gulaian, seconded by Ms. Holyfield, the TDA unanimously approved the financial update as presented and the following Budget Amendment #2 to the FY22 budget:

Surry County Tourism Development Authority

Budget Amendment #02-FY2021-22

Requested by staff to approve amended budget change # 02-FY2021-22 as described below.

Expenditures

<u>Account Code</u>	<u>Description</u>	<u>Previous Amount</u>	<u>Change</u>	<u>Revised Amount</u>
99054995-52900	Small Equipment	\$25,000	\$15,000	\$40,000
99054995-51720	Equipment Maintenance	\$0	\$2,100	\$2,100
99054995-52010	Printing	\$5,000	\$1,500	\$6,500
99054995-55020	Rent-Buildings & Equipment	\$100	\$1,000	\$1,100
99054995-54500	Marketing & Promotion	\$80,749	\$31,400	\$112,149
99054995-59500	Contingency	\$15,000	(\$15,000)	\$0

Revenues

<u>Account Code</u>	<u>Description</u>	<u>Previous Amount</u>	<u>Change</u>	<u>Revised Amount</u>
99054995-41800	Occupancy Tax	\$124,528	\$36,000	\$160,548

Old Business

Mr. Frye discussed the Sonker Marker dedication that was held at the Surry County Historic Courthouse. Before delving into that topic, however, he said that the Dobson TDA FY22 Occupancy Tax revenue was \$180,00. He said he would provide previous year totals in the future.

Mr. Frye said the Pomeroy Foundation was very pleased with the Sonker Marker dedication event that was held, their first in the Hungry for History program. He said it was a very good event, with good media and Facebook coverage, as well as 40-50 people attending. Mr. Frye said two pictures of the marker have been publicized by the Hungry for History program and detailed media coverage of the making of sonker that was served that day. Mr. Knopf said the Pomeroy Foundation paid for the \$1,600 marker and the only cost to the County was setting the sign.

Mr. Frye discussed a Daniel Boone Heritage Trail meeting that was held on March 30. He said it was very informative and the organization is wanting to focus on tourism, hiking, roadside signage that details where Daniel Boone traveled. Mr. Frye discussed areas where Boone traveled in Surry County and said the Heritage Trail officials asked the Surry County TDA for funding of the signs. He said he would like to utilize the Surry County Historical Society to research Boone's travels at Boone's Hill and around Pilot Mountain to erect signage with accurate historical information to attract tourists. Mr. Harris discussed how he grew up on Boone's Hill and the Boone markers that were formerly located in Mount Airy and Pilot Mountain, as well as Daniel Boone's history at Boone's Hill.

Mr. Frye discussed how he attended the NC Tourism Day event on May 4 at the I-77 southbound Visitors Center near the Virginia border. He had a booth setup and had about 30 people visit. Mr. Frye said people stated they were very interested in getting outdoors and were interested in the maps and brochures that he handed out. He said it was a good way to meet different TDA staff across the region.

New Business

Ms. Turney opened the public hearing for the FY23 budget.

Mr. Knopf said the proposed budget for FY23 is \$191,313. He said it's estimated that \$170,000 will be collected in revenues, using \$19,338 of unsigned fund balance and \$1,975 from the Dobson TDA. Mr. Knopf said additional line items will look different and have increases in them from previous years due to Mr. Frye's new position, and he detailed each line item. He explained different signage options and the TDA discussed at length. Mr. Knopf also discussed grant requests in detail.

Mr. Harris explained some of the signage to Mr. Jeffers.

Upon motion of Mr. Gulaian, seconded by Mr. Harris, the TDA voted unanimously to approve the following FY23 TDA Budget Ordinance:

2022-2023 BUDGET ORDINANCE

Be it ordained by the Surry County Tourism Development Authority of Surry County, North Carolina:

SECTION 1. The following amounts are hereby appropriated in the General Fund for the operation of the Tourism Development Authority and its activities for the fiscal year beginning July 1, 2022 and ending June 30, 2023:

<u>CODE</u>	<u>AMOUNT</u>
99054995	191.313

It is estimated that the following revenues will be available in the General Fund for the fiscal year beginning July 1, 2022 and ending June 30, 2023 to meet the foregoing General Fund appropriations:

<u>CODE</u>	<u>AMOUNT</u>
99044995-41800	170,000
99044995-44420	1,975
99044995-49900	19,338

SECTION 2. Copies of this Budget Ordinance shall be furnished to the Finance Officer and Budget Officer of Surry County to be kept on file by them for their direction in the collection of revenues and expenditures of amounts appropriated.

ADOPTED this the 10th day of May 2022.

Other Items

Mr. Frye discussed his efforts with rejuvenating the Surry County Ole Time Fiddler’s Convention, which was to be delayed for another year. Through his work, the event will happen in 2022. Surry Community College will hold Ole Time Fiddler’s Convention on campus in 2023, but the 2022 event will take place in the Surry County Service Center. He said the best date to hold the event is September 23-24, 2022. Logistics are being worked on and marketing will occur soon. Mr. Frye shared other specifics.

Mr. Frye also discussed the Sauratown Mountain Scenic Byway and efforts with that project. He said a National Scenic Byway grant is being applied for totaling \$931,000. One of the goals is to reduce overcrowding at Pilot Mountain and Hanging Rock state parks by funneling more traffic into Mount Airy, Pilot Mountain and Danbury, as well as other areas in that region. Hiking those areas is also a focus. The state parks are two of the heaviest attended state parks in NC. Mr. Frye said \$186,000 would need to be provided by Surry and Stokes counties combined as a match for the grant. He is hoping to have a grant application draft written by the end of the week. Kiosks with maps and information would help re-direct overflow traffic to the other areas. Mr. Harris discussed the upcoming improvements to the Bean Shoals section of Pilot Mountain State Park with Mr. Frye.

Mr. Knopf presented a request from the Elkin Valley Trails Association to use a PDF version of the Four Rivers Map on their website. He asked the TDA to vote on the request.

Upon motion of Mr. Harris, seconded by Ms. Turney, the TDA voted unanimously to allow the Elkin Valley Trails Association to use a PDF version of the Four Rivers Map on their website.

Mr. Frye asked the TDA to review a media publicity report related to Surry County tourism on their own.

The next meeting is scheduled for August 9, 2022 to be held at Horne Creek.

Upon motion of Ms. Holyfield, seconded by Mr. Gulaian, the TDA voted unanimously to adjourn the meeting at 1:26 p.m.

Lisa Turney, Chair

Chris Knopf, County Manager



Tourism Development Authority

TOURISM DEVELOPMENT AUTHORITY (TDA)

MEETING MINUTES

August 9, 2022

12:00 pm

Meeting Location:

Horne Creek Living Historical Farm

308 Horne Creek Farm Road

Pinnacle, NC 27043

Present: Lisa Turney, Chair; Ken Gulaian; and Hannah Holyfield.

Others Present: Travis Frye, Surry County/Dobson Tourism Coordinator; and Nathan Walls, Assistant to the County Manager/PIO.

Ms. Turney, Chair, called the meeting to order at 12:10 pm.

Approval of Minutes

Upon motion of Mr. Gulaian, seconded by Ms. Holyfield, the TDA unanimously approved the May 10, 2022 minutes as written.

Financial Update

Travis Frye, Surry County/Dobson Tourism Coordinator, reviewed details of the Surry County TDA budget, including expenditures and revenues. Mr. Frye said at the end of June 2022, the Surry County TDA was at 93.6 percent of the budgeted amount and expenses were at 69 percent of the budgeted amount. He said occupancy tax revenues came in well over projections, which is why the budget had to be amended from \$122,548 in occupancy tax to \$160,548; Mr. Frye said it appears that occupancy tax revenues came in even higher than the amended budget, about \$9,182.85 higher. Mr. Frye said our occupancy tax revenues are soaring right now.

Mr. Frye asked the TDA Board to approve the TDA's FY23 Audit Contract, contingent upon the Surry County Finance Officer's approval of the contract's form and content. Gould Killian would provide the audit.

Upon motion of Mr. Gulaian, seconded by Mrs. Turney, the TDA unanimously approved the financial report as presented.

Upon motion of Mrs. Holyfield, seconded by Mr. Gulaian, the TDA unanimously approved the TDA's FY23 Audit Contract, contingent upon the Surry County Finance Officer's approval of the contract's form and content.

Old Business

Mr. Frye presented an update on the Surry Old Time Fiddlers Convention, scheduled for September 23 and 24. He said the event has moved from its original location of the Surry Community College gymnasium to the Surry County Service Center. Mr. Frye provided the TDA with the flyer that is being distributed. He said the event will be moved back to Surry Community College next year. Responding to Mr. Gulaian, Mr. Frye confirmed that the Dobson TDA provides funding for the Fiddlers Convention also. He also provided event details about bands, the stage, dance floor, food and drink and the WPAQ broadcast of the event. Possible attendance was discussed.

Mr. Frye presented information about the National Scenic Byways grant application for the Sauratown Mountain Scenic Byway. He said the byway would be routed through Mount Airy, Shelton town, Westfield, Stokes County, Danbury, Hanging Rock, Pilot Mountain, Horne Creek and Bean Shoals. Mr. Frye said one part of the grant was narrative and the other part was budget. He said NCDOT sends the grant applications to the federal level. Mr. Frye said we won't know the monetary level, if we are awarded, until October 2022. He said there is a limited amount of funding for the project. Mr. Frye discussed details of the project, including kiosks at specific locations. He thinks the project will evolve, more grants could be available, and it could require its own full-time employee as it evolves. Mr. Frye thinks once the signs are put out, if the grant is awarded, it will be great for tourism. He discussed attractions in the area that can be visited when Hanging Rock and Pilot Mountain state parks are overcrowded – which is the whole goal of the program. Mr. Frye also discussed details of the funding.

New Business

Mr. Frye discussed the Music at the Market Concert Series, which was started to get more use out of the Dobson Farmer's Market and to increase events in Dobson. He talked about the local bluegrass and old-time bands, the sponsors and what the Surry County TDA and Dobson TDA organizations are spending on the concerts and their marketing. Mr. Frye presented flyers and maps that were designed for the concerts. He also discussed signage and other details. Nathan Walls, Assistant to the County Manager/PIO, and Mr. Frye discussed social media marketing efforts for the concerts, as well as Surry on the Go broadcasting the concert recordings.

Mr. Frye discussed the TODS signage program. He said there has been confusion about what the TODS program is – he said it features blue Tourism Oriented Destination Signs (TODS). Mr. Frye said there is a TODS sign near Cedarbrook Country Club and the signs are in NCDOT rights-of-way since the program is ran through NCDOT. He discussed details of new signs that will be in the same country club area – an RV park is promoted on one of the signs. Mr. Frye said TODS signs cannot be placed on roads totally controlled by NCDOT, like U.S. 601 in Mount Airy near Chick-fil-A (the main commercial district of the city). Mr. Gulaian and Mrs. Holyfield discussed additional details of the program. Mr. Frye discussed plans for a future sign for Pilot Knob Park Golf Course and the difficulty of getting a sign for Cross Creek Country Club.

Mr. Frye provided an update on the Yadkin Valley Heritage Corridor, including two refacings and one reinstallation. This is a joint project with Jessica Roberts at Mount Airy Tourism. He said there is a sign near Salem Fork Christian Church when you pass over I-77 on Zephyr Road that was installed by Elkin – Mr. Frye said when the sign is refaced, it will promote Downtown Elkin, Vineyards and Mitchell River Access. He discussed the Bill Hall Bridge on Zephyr-Mountain Park Road needing to receive new signage after the bridge is replaced. Mr. Frye also said that a new sign at Mountain Park Elementary School promotes vineyards and Downtown Elkin. He said another sign that will be refaced is two miles past the Salem Fork Christian Church near Kapps Mill Road southbound – Mr. Frye said the sign will promote Downtown Elkin, Vineyards and Mitchell River Access. He said the High 268 eastbound sign at Greenwood Circle near Elkin will be replaced after a truck ran it over. Mr. Frye said another sign will be installed at the intersection of Zephyr Road and Zephyr-Mountain Park Road, which will promote Vineyards, Mitchell River Access and Stone Mountain. He said at the Mountain Park Volunteer Fire Department, a stake has been placed for a sign to promote Vineyards and Stone Mountain State Park. Mr. Frye said another sign will be located across from Golden Road Vineyards to promote Stone Mountain. He said future signage will be focused on in northwest Surry County.

Mr. Walls discussed future median projects on U.S. 601 in Mount Airy, Yadkinville and other nearby locations that will affect other future signage.

Mr. Frye discussed the future Ground Steak Festival that Dobson TDA is looking at for Spring/Early Summer 2023 around the Historic Courthouse Square. He explained the history of Ground Steak. Mr. Frye said the festival would feature Ground Steak, other foods, concerts and children's activities. He also said approximately 20 restaurants in Surry County serve Ground Steak and he would like to promote the restaurants for a Ground Steak Trail for tourism efforts. Mr. Frye said promoting the Ground Steak Trail would not cost a great deal and discussed the social media, website and Hungry for History marker that could market the trail and festival.

Upon motion of Mr. Gulaian, seconded by Mrs. Holyfield, the TDA voted unanimously to adjourn the meeting at 1:04 p.m.

Lisa Turney, Chair

Chris Knopf, County Manager



Tourism Development Authority

TOURISM DEVELOPMENT AUTHORITY (TDA)

MEETING MINUTES

November 8, 2022

12:00 pm

Meeting Location:

4872 Rockford Road

Dobson, NC 27017

Present: Lisa Turney, Chair; Ken Gulaian; Eddie Harris; Hannah Holyfield; Zim Zimmerman.

Others Present: Travis Frye, Tourism Coordinator; Chris Knopf, County Manager; Jessica Roberts, Mount Airy TDA/Tourism Partnership.

Lisa Turney, Chair, called the meeting to order at 12:10 pm.

Approval of Minutes

Upon motion of Ms. Holyfield, seconded by Mr. Gulaian, the TDA unanimously approved the August 9, 2022, minutes as written.

Financial Update

Travis Frye, Tourism Coordinator, reviewed details of revenues and expenditures for the months of July, August, and September, as provided by the Surry County Finance Officer.

Tourism Partnership of Surry County Report

Jessica Roberts, Tourism Partnership, provided a report on marketing efforts and statistics. Ms. Roberts discussed countywide revenues, occupancy rates, AirDNA statistics, the winter wine passport program, recent visits by travel writers, etc. In the previous year, tourism expenditures by visitors to Surry County were \$146.22M. She provided an update on projects Craig Distl is managing. Ms. Roberts advised that travelers are primarily concerned with fuel costs when making plans for future trips. Obtaining statistics for the revenue generated by recreational vehicle stays was discussed. Ms. Roberts reviewed several print media publications that recently highlighted Surry County, specifically the October issue of Our State Magazine.

Old Business

Mr. Frye presented an update on the success of the Surry Old Time Fiddlers Convention held in September which had been on hiatus due to the pandemic. It was held at the Surry County Service Center in Dobson. He is attempting to get younger musicians interested in joining the

convention committee. The event will return to its normal annual rotation in the spring of 2023 at Surry Community College.

Mr. Frye discussed the Music at the Market Series. The event has seen a steady increase of attendees for both the music and the food trucks, from approximately 75 to 200. There were six events scheduled with the final event taking place on November 11. He plans to begin the 2023 series a month earlier in July to avoid cold temperatures in November. To date, all the bands and food trucks have been pleased with the events and want to return for the 2023 series.

Mr. Frye updated the Board on the installation, replacement, and content updates of wayfinding signs in the Dobson, Elkin, Mountain Park, and Rockford areas. Chris Knopf, County Manager, provided a summary related to pressure on NCDOT from USDOT to remove and abolish any local wayfinding programs on roads that receive federal assistance for maintenance and repair. Mr. Knopf advised that the best path forward is to place future signs on private easements adjacent to state maintenance limits.

Mr. Frye advised that the TODS signage for Cedarbrook Country Club will be installed in the coming weeks according to NCDOT. Meetings with Pilot Knob Park and Cross Creek are pending once Mr. Frye can schedule meetings with each entity.

Mr. Frye announced that the North Carolina Ground Steak Festival will be held on Saturday, June 10, 2023, in Dobson around the Historic Courthouse Square. The event will feature this local delicacy along with handmade craft vendors, local sonkers, and music. Up to 150 vendors can be accommodated on the streets around the Historic Courthouse and Dobson Square Park.

New Business

Mr. Frye requested adoption of the 2023 meeting schedule. The schedule will feature six meetings instead of four.

Upon motion of Ms. Holyfield, seconded by Mr. Zimmerman, the TDA voted unanimously to adopt the 2023 meeting schedule as follows: January 10 at Cedarbrook Country Club in State Road, March 14 at Horne Creek Farm in Pinnacle, May 9 at the Historic Courthouse in Dobson, July 11 at the Yadkin Valley Heritage and Trails Visitor Center in Elkin, September 12 at Haze Gray Vineyards in Dobson, and November 14 in Historic Rockford (exact location too be determined).

The Board reviewed the Action Plan adopted in 2019. To date, most of the recommendations have been accomplished or are in process. Jessica Roberts, Tourism Partnership, advised that the Tourism Summit will occur in 2023 and she will work with Mr. Frye and other tourism officials in Elkin and Pilot Mountain on planning the event. Possible locations were discussed. The other item in process is a passport program and/or focus on driving more visitors to the area in the summer and on slower days of the week (i.e. Mondays, Tuesdays).

Mr. Frye presented a proposal to hold an annual rock/country event at Fisher River Park each year. The event would be called the “Foothills Frolic”. He provided a draft pro forma of

expenses and revenues. Mr. Frye has reached out to a music act to ascertain they're interest in performing. The Board will review and follow up with questions/comments to Mr. Frye.

Mr. Frye requested \$300 to cover expenses for a float in the Dobson and Mount Airy Christmas parades to promote the upcoming North Carolina Ground Steak Festival.

Upon motion of Mr. Harris, seconded by Mr. Zimmerman, the TDA voted unanimously to appropriate \$300 to cover expenses for a float in the Dobson and Mount Airy Christmas parades.

Mr. Frye advised that a Food Truck Rodeo is scheduled for April 22, 2023, at the Farmers Market in Dobson.

Upon motion of Ms. Holyfield, seconded by Mr. Harris, the TDA voted unanimously to adjourn the meeting at 1:38 p.m.

Lisa Turney, Chair

Travis Frye, Tourism Coordinator