



**MONROE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

City Hall Conference Room
300 W. Crowell Street
Monroe, NC 28112
Thursday, June 10, 2021 - 8:30 AM

AGENDA

1. Approval of Minutes of Monroe Tourism Development Authority Regular Meeting of April 8, 2021
2. Finance/Occupancy Report
3. Dowd Center Theatre Update
4. Science Center Update
5. Air Show Update
6. Other

MONROE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

CONFERENCE ROOM

300 W. CROWELL STREET, MONROE, NC 28112

APRIL 8, 2021 – 8:30 A.M.

MINUTES

Present: Chairman Bobby Kilgore, Vice Chairwoman Sheila Crunkleton, Pat Kahle, Ron Brown, Gina Day, and Lorayn DeLuca (arr. 8:31 a.m.)

Absent:

Staff Present: Communications and Tourism Officer Pete Hovanec, Accounting Manager Ashley Ivey, Communications and Tourism Assistant Alison Nichols

Staff Absent: Assistant City Manager/Director of Downtown Brian Borne, City Manager Larry Faison, Finance Director Lisa Strickland, Assistant City Attorney Ashley Duncan Britt

Visitors: Sean Burns, Fairfield Inn Director of Sales; Sharon Crowder Poston, Vice Principal of South Mecklenburg High School

Chairman Kilgore called the Monroe Tourism Development Authority Regular Meeting of April 8, 2021 to order at 8:30 a.m.

Item No. 1 Approval of Minutes of Monroe Tourism Development Authority Meeting of March 11, 2021 Ms. Kahle made a motion to approve the Minutes of the Monroe Tourism Development Authority Regular Meeting of March 11, 2021. Ms. Day seconded the motion, which passed unanimously with the following votes:

AYES: Crunkleton, Brown, Kahle, and Day

NAYS: None

Item No. 2 Finance/Occupancy Report Ms. Ivey stated that February collections were \$35, 790, about the same as the last four or five months. Hopefully these will pick up soon.

Chairman Kilgore asked how these numbers compare to last year's.

Ms. Ivey answered that the numbers are down 24%, but that is not a true comparison because last year was not a full year due to Covid.

Mr. Hovanec stated that hotel stays are going up and the March collections should be much better.

Ms. Ivey went on to say that the unreserved cash balance of the capital project fund is \$415, 204. This number is over and above what is already set aside for exhibits.

Mr. Hovanec introduced Sharon Crowder Poston, who is a resident of Monroe and is interested in joining the TDA board.

Item No. 3 Budget Amendment to Adjust Debt Service Expense Ms. Ivey introduced a budget amendment for the board's approval. The amendment is needed to adjust debt service and administrative expense budgets. The City has bought new financial software. The TDA was assigned part of the cost but was later found not to be able to carry debt according to state statute. The budget amendment will allow the TDA to reimburse the City's general fund for their share of the new financial software and will adjust the accounts accordingly, basically moving the money from one line of the budget to another.

Mr. Brown made a motion to adopt Budget Amendment BA-2021-01. Ms. Day seconded the motion, which passed unanimously with the following votes:

AYES: Crunkleton, Brown, Kahle, DeLuca, and Day

NAYS: None

Item No. 4 Fiscal Year 2021-2022 Budget alaskdjklakdjaskjdlkasd

A.Public Hearing Chairman Kilgore opened the duly advertised public hearing.

Mr. Hovanec stated that staff had tried to keep the budget as tight as possible. There have been no new increases from last year, and the public hearing has been duly advertised.

There being no speakers in favor or in opposition, Chairman Kilgore closed the public hearing.

B.Action – Resolution and Budget Ordinance to Adopt FY 2021-2022 Budget Vice Chairwoman Crunkleton moved to adopt Resolution R-2021-01:

**MONROE TOURISM DEVELOPMENT AUTHORITY
RESOLUTION TO ADOPT AN ANNUAL
BALANCED BUDGET FOR FISCAL YEAR 2021-2022**

R-2021-01

WHEREAS, the Monroe Tourism Development Authority is required by the North Carolina Local Government Budget and Fiscal Control Act to adopt an annual balanced budget; and

WHEREAS, a balanced budget has been prepared for the Monroe Tourism Development Authority for fiscal year 2021-2022 under the provisions set forth in the above referenced legislation.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Monroe Tourism Development authority adopts the following budget ordinance:

**BUDGET ORDINANCE
BO-2021-01**

BE IT ORDAINED by the Board of Directors of the Monroe Tourism Development Authority:

Section 1A The following amounts are hereby appropriated in the General Operating Fund for the operation of the Authority and its activities for the fiscal year beginning July 1, 2021, ending June 30, 2022:

Physical and Economic Development	\$ 889,082
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Section 1B It is estimated that the following revenues will be available in the General Operating Fund for the fiscal year beginning July 1, 2021, and ending June 30, 2022:

Restrictive Intergovernmental	\$ 582,000
Sales and Services	154,250
Investment Earnings	4,695
Miscellaneous	6,025
Other Financing Sources	<u>142,112</u>
	\$ 889,082

Section 2 A copy of this Budget Ordinance shall be furnished to the Director of Finance of the Authority to be kept on file for direction in the disbursement of funds.

Adopted this 8th day of April, 2021.

Ms. Kahle seconded the motion, which passed unanimously with the following votes:

AYES: Crunkleton, Brown, Kahle, DeLuca, and Day

NAYS: None

Item No. 5 Science Center Update Mr. Hovanec said staff has hired a candidate for the supervisor of the science center. Lauren Fike from Discovery Place Kids in Huntersville has accepted the position and will start in the middle of May. Ms. Fike has been with DPK-H since the beginning and has seen a program grow from the ground up.

Mr. Hovanec showed the group media clips showcasing the science center.

Mr. Hovanec said that staff is still looking at a September opening. Staff will make a presentation to Council regarding naming the science center for Dr. Christine Darden. Mr. Hovanec shared that the approach will be to showcase an exhibit honoring Dr. Darden in the temporary exhibit space. This exhibit will feature a big wall mural , a big screen TV viewing area showing the PBS documentary, and the Mercury Space Capsule in the middle of the room with the NASA computer panels showing videos of the NASA space program. Volunteers are currently restoring the capsule. All this is with the goal of educating the public about who Dr. Darden is and what her accomplishments are instead of simply putting her name on a wall with no reference. The exhibit will stay inside in the temporary exhibit space for six months; then the video and information will be moved to a permanent location inside while the space capsule and informational board will be moved permanently outdoors near the flagpoles and Dr. Darden's name placed on the side of the building. This will be a permanent informational tribute to Dr. Darden instead of just a name that people might not know.

Chairman Kilgore noted that Dr. Darden's father served on the Monroe City Council many years ago.

Vice Chairwoman Crunkleton asked if the title on the side of the science center would be permanent.

Mr. Hovanec answered that it would be permanent and would act as a tagline (Monroe Science Center: Honoring Dr. Christine Mann Darden) on all print/media.

Ms. Kahle asked if staff had had any conversation with the NAACP or Council members who want the science center named after Dr. Darden.

Mr. Hovanec said that he has spoken with Council members and has gotten positive responses. Once people see the plans, staff expects widespread positive reaction. Council has adopted a naming policy for the theater and science center with money involved. Mr. Hovanec said that no Council member has come to him directly before making his/her opinions known.

Vice Chairwoman Crunkleton stated that she would avoid the use of the word "temporary" exhibits in these discussions.

Ms. DeLuca agreed, noting the word "premiering" might be better.

Vice Chairwoman Crunkleton suggested that there could be a tie-in with the Dowd Center Theatre showing the movie "Hidden Figures" when the exhibit honoring Dr. Darden premieres.

Ms. Kahle asked if anyone has reached out to Dr. Darden.

Mr. Hovanec answered that he has tried but doesn't have the right contacts.

Ms. Kahle offered a contact who might be able to reach out to Dr. Darden and put her in touch with Mr. Hovanec.

Mr. Hovanec said that it would be great to have Dr. Darden visit the science center or even come to the premiere of the exhibit.

Item No. 6 Dowd Center Theatre Update Mr. Hovanec showed a media clip showcasing the Dowd Center Theatre. WCNC spent the month of March doing community focus pieces on Monroe, so the theater and science center got great press. The theater is on track to open for programming in May. Seth Werner, the technical director, had to resign in order to move back to Pennsylvania. Staff has posted the position and needs to fill it soon.

Mr. Hovanec said that plans are to start showing movies (not first run) in May once or twice a week. Staff is receiving lots of rental requests. The symphony filmed a virtual show at the theater last week. Staff has posted the position for an admin/box office person as well. Staff is looking at a gala in mid-September featuring The Spinners.

Ms. DeLuca added that "Inherit the Land" will premiere at the theater in October.

Item No. 7 Other Ms. Kahle announced that Brian Hamilton will be speaking at an open Chamber event on Thursday, May 4. It is a virtual presentation called "Entrepreneurship for All."

Mr. Hovanec said that staff is moving forward with the air show. He attended the Southeast Council of Air Shows meeting earlier in the month. Since Warbirds Over Monroe is one of the last air shows of the year, the likelihood of being able to hold it is high. The Sun & Fun Air Show will be held next week and will be a good barometer for the air show season.

The meeting adjourned at 9:05 a.m.

ATTEST:

Bobby Kilgore, Chairman

Alison H. Nichols

MTDA/4-8-21

**CITY OF MONROE, NORTH CAROLINA
HOTEL OCCUPANCY TAX COLLECTIONS HISTORY**

Month	Collections																			Total from Inception
	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021		
July	\$ -	\$24,556.89	\$27,208.12	\$29,286.12	\$28,559.50	\$32,087.46	\$24,549.05	\$27,790.74	\$27,818.09	\$29,545.33	\$28,654.11	\$43,035.55	\$50,935.50	\$57,757.87	\$49,237.75	\$52,555.67	\$50,502.69	\$36,361.82		
August	-	25,022.32	30,345.70	30,787.10	30,115.11	32,033.40	25,786.36	28,032.25	29,928.88	29,019.70	30,116.04	36,977.80	48,845.23	56,430.47	53,328.43	53,326.15	56,119.30	33,717.52		
September	-	23,650.32	25,663.34	27,638.59	26,326.66	30,674.71	24,355.49	25,216.46	29,075.25	34,306.54	26,188.56	36,170.00	43,971.63	52,501.28	49,280.40	57,322.54	54,676.63	36,333.99		
October	23,898.98	25,473.20	27,055.75	28,562.74	31,670.44	30,657.74	26,223.58	28,169.20	27,991.73	30,332.49	32,977.87	39,730.02	50,450.31	62,852.14	54,883.77	61,478.56	58,576.63	47,918.86		
November	22,494.05	21,146.42	22,983.34	25,543.85	28,526.48	24,889.11	21,999.34	24,475.06	27,316.22	23,851.33	28,593.65	36,201.55	44,935.28	53,718.49	52,159.03	52,344.58	44,677.93	33,689.77		
December	16,840.00	18,153.54	19,603.53	22,332.76	23,850.96	22,574.32	17,584.24	19,915.52	21,837.96	20,589.31	24,367.81	29,698.95	37,857.15	42,905.99	43,020.41	41,248.49	35,855.88	30,608.58		
January	20,665.34	20,582.21	22,515.21	23,357.77	28,635.44	23,883.63	19,615.02	21,103.77	23,391.38	24,429.80	28,568.49	33,174.57	47,446.36	49,314.76	44,917.89	45,790.70	37,998.34	34,555.26		
February	21,943.99	21,854.75	22,916.93	26,649.30	32,343.36	23,992.82	26,678.68	22,835.19	27,762.95	26,817.63	31,618.26	43,506.47	49,690.07	50,786.19	49,090.46	50,174.09	41,074.64	35,790.58		
March	23,020.95	27,654.43	28,608.28	31,187.99	35,210.37	27,000.53	24,336.17	28,069.68	31,538.28	32,723.61	35,351.64	45,588.42	54,238.06	58,370.59	58,151.91	55,628.08	44,213.52	49,982.86		
April	23,655.79	24,442.11	25,763.12	28,374.34	34,877.90	29,873.15	25,712.31	26,000.83	27,103.36	31,967.58	33,561.95	44,006.59	56,185.32	54,463.65	55,541.22	52,298.83	24,603.84	54,315.36		
May	24,877.18	29,180.42	30,325.62	31,500.43	34,667.79	30,725.91	27,459.38	27,747.78	29,612.56	30,685.57	33,436.34	46,174.97	55,415.35	59,183.07	56,465.45	58,606.08	30,748.09	-		
June	22,969.04	26,509.85	28,506.59	30,525.80	34,605.93	27,755.05	28,609.00	29,627.13	28,256.66	30,805.02	37,334.32	46,835.97	56,036.83	53,968.10	56,273.88	54,481.57	36,285.75	-		
Penalties/Interest	2,275.37	502.50		2,852.82	2,245.44		1,028.71		25.20	22.50	2.00	130.10	40.29							
Total Collections	\$202,640.69	\$288,728.96	\$311,495.53	\$338,599.61	\$371,635.38	\$336,147.83	\$293,937.33	\$308,983.61	\$331,658.52	\$345,096.41	\$370,771.04	\$481,230.96	\$596,047.38	\$652,252.60	\$622,350.60	\$635,255.34	\$515,258.40	\$393,274.62		
Distribution of Collections																				
Administrative Fee	\$30,396.11	\$43,309.34	\$46,724.33	\$50,789.96	\$55,745.30	\$10,084.43	\$8,818.12	\$9,269.51	\$9,949.76	\$10,352.89	\$11,123.13	\$14,436.93	\$17,881.42	\$16,522.53	\$16,415.73	\$16,352.55	\$15,152.58	\$11,798.24	\$395,122.86	
Operating (2/3)	\$57,414.86	\$81,806.54	\$88,257.07	\$95,936.54	\$105,296.68	\$108,687.80	\$95,039.73	\$99,904.70	\$107,236.25	\$111,581.17	\$119,882.64	\$273,630.07	\$385,443.97	\$423,820.05	\$403,956.58	\$412,601.86	\$333,403.88	\$254,317.59	\$3,558,217.98	
Capital (1/3)	\$114,829.72	\$163,613.08	\$176,514.13	\$191,873.11	\$210,593.38	\$217,375.60	\$190,079.48	\$199,809.39	\$214,472.51	\$223,162.35	\$239,765.27	\$193,163.96	\$192,721.99	\$211,910.02	\$201,978.29	\$206,300.93	\$166,701.94	\$127,158.79	\$3,442,023.94	
	\$202,640.69	\$288,728.96	\$311,495.53	\$338,599.61	\$371,635.36	\$336,147.83	\$293,937.33	\$308,983.60	\$331,658.52	\$345,096.41	\$370,771.04	\$481,230.96	\$596,047.38	\$652,252.60	\$622,350.60	\$635,255.34	\$515,258.40	\$393,274.62	\$7,395,364.78	

Operating Fund Activity:

Fiscal Year	Total Revenue*	Operating Expense	Capital Fund Transfer Out	Increase/(Decrease) in Net Assets	Fund Balance
2004	172,430	249	114,830	57,351	57,351
2005	245,420	49,354	163,613	32,453	89,804
2006	268,539	70,628	176,514	21,397	111,201
2007	292,730	69,590	191,873	31,267	142,468
2008	319,940	79,519	210,593	29,828	172,296
2009	327,232	85,108	217,376	24,748	197,044
2010	286,292	105,147	190,079	(8,934)	188,110
2011	306,323	141,300	199,809	(34,786)	153,324
2012	338,380	218,328	214,473	(94,421)	58,903
2013	366,349	157,025	223,162	(13,839)	45,064
2014	389,562	132,144	239,765	17,653	62,717
2015	505,323	229,769	193,164	82,390	145,107
2016	603,262	324,214	192,722	86,326	231,433
2017	677,786	243,750	211,910	222,126	453,559
2018	634,804	270,913	201,978	161,913	615,472
2019	643,745	257,345	206,301	180,099	795,571
2020	599,412	270,236	166,702	162,473	958,044

Fund Balance as of June 30, 2020

\$958,044

* Includes total occupancy tax collection less administrative fee plus interest earnings and revenue for The Tinker Belle.

Capital Fund Activity:

Revenue	\$3,442,023.94
Proceeds from 2018B Limited Obligation Bonds - Science Center	\$3,651,935.65
Interest Earned Trustee Account for 2018B Limited Obligation Bonds	\$80,095.72
Investment Earnings	117,742.70
Donations/Sponsorships	292,823.25
Expenses:	
Professional Fees for Civic Center	86,838
Monroe Park Master Plan and Site Assessment	23,058
Air Museum Advance Planning	19,240
Purchase "The Tinker Belle"	150,000
Capital Improvement to interior of "The Tinker Belle"	18,500
Storage Building	8,175
Tourism Study	7,500
Snow Machine	6,129
Tinker Belle Navigational Equipment	1,480
Center Theater Property	248,273
Tinker Belle Engine Purchase	80,046
Tinker Belle Tail Wheel	5,151
Purchase of Property Adjacent to Center Theater	260,497
Purchase of 318 E. Franklin Street Property	449,875
Capital Improvements to Science Center Building	3,729,256
Architectural/Engineering Services/Exhibits Consulting - Science Center	669,225
Fund Raising Services - Science Center	100,439
Capitalized Equipment/Exhibits - Science Center	322,140
Center Theater Expansion - Consulting Services	62,000
Branding Initiative/Website Design	33,830
2018B Limited Obligation Bonds - Issuance Costs - Science Center	84,256
2018B Limited Obligation Bonds - Debt Service & Annual Admin Fees	583,082
ERP Project	3,220

**Cash Balance of the Capital Project Fund
as of April 26, 2021**\$632,410.46**Portion of Cash Balance Currently Committed in Projects:**

Projects:	
Branding Initiative	\$ -
Monroe Science Center Building	145,291.61
Center Theatre Expansion	-
Science Center Exhibits	<u>222,691.24</u>
	\$ <u>367,982.85</u>

Unreserved Cash Balance of the Capital Project Fund \$264,427.61**\$0.00****The Tinker Belle Operating Activity FY 2021****Budget****FYTD Actual**

Revenue:		
Show Appearance Fees	20,000	\$ -
Walk-Through/Merchandise Sales	10,000	-
Total	<u>30,000</u>	<u>-</u>
Expenses:		
Repair & Maintenance - Equipment	40,000	24,894
Travel	6,500	2,496
Fuel	17,500	10,147
Insurance	12,460	13,057
Contracted Services - Warriors & Warbirds	10,000	-
Merchandise for Resale	3,000	-
Marketing & Promotions	4,275	781
Printing	0	-
Total	<u>93,735</u>	<u>51,375</u>
Net Income (Loss)	<u>(63,735)</u>	<u>(51,375)</u>

Update and e-mail to Pete Hovanec, Mary Lou, Brian Borne, Lisa Strickland, Alison Nichols, Bethany H

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STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: June 10, 2021

FROM: James Vesce, Operations Supervisor, Dowd Center Theatre

SUBJECT: Dowd Center Theatre Update

SUMMARY STATEMENT

The TDA will be present an update on events for the Dowd Center Theatre and how it is moving forward after COVID-19 restrictions.

REVIEW

Construction on the Dowd Center Theatre is essentially complete, with small tweaks and improvements related to the original design and construction underway. Purchases of supplementary infrastructure elements and equipment have resumed following the full relaxation of COVID-19 guidelines. We anticipate an official opening in September 2021. In the meantime, several “unofficial” events have been held at the Dowd, including virtual concerts with the Union Symphony, ceremonial observances with the Monroe Police and Fire Departments, and small business meetings. Rental inquiries and bookings are increasing with the anticipation of a fall schedule of movies, concerts, live performances, art exhibits, and much more. Programming efforts for 2021-2022 and beyond are underway. Live performances/concerts receive priority scheduling because 1) they are identified as central to the mission of the theatre, and 2) they generate the highest probability of financial and entertainment success, whereas private rentals would otherwise be scheduled around the priority performance dates on a first-come, first-served basis. The Dowd is in the process of completing the hiring of two full-time staff positions and will soon be hiring part-time staff as well as volunteers for all its events.

RECOMMENDATION

No action is needed at this time.



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: June 10, 2021

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Monroe Science Center Update

SUMMARY STATEMENT

The TDA will be presented an update on construction and exhibit completion for the Monroe Science Center.

REVIEW

With construction nearing completion, staff is working to develop the exhibit areas as well as the overall layout and design of the purchased exhibits and design of peripheral materials (directional signage, vinyl graphic panels, donor signage, etc.). Staff is contracting with Verner Johnson to continue with their exhibit consulting services. This professional service is needed to assist staff in the overall layout of the facility and will ensure exhibit placement meets ADA standards while maintaining the aesthetic intent of the design elements. It is anticipated that exhibit moving and construction will be complete by late summer/early fall. Over 20 exhibits have been secured, and the initial staffing process has begun. Lauren Fike has been hired as the Science Center Supervisor and started the job on May 20, 2021.

RECOMMENDATION

No action is needed at this time.

Attachment(s):



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: June 10, 2021

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Air Show Update

SUMMARY STATEMENT

The TDA will be presented an update on Warbirds Over Monroe Air Show plans.

REVIEW

The annual Warbirds Over Monroe Air Show is scheduled to take place on November 6-7 at the Charlotte- Monroe Executive Airport. The air show serves as the largest event in Union County, drawing upwards of 50,000 people over the duration of the event, and the Monroe Tourism Development Authority is its largest sponsor. Due to the pandemic and the governor's executive orders at the time, the 2020 air show was cancelled. There will be more than 40 aircraft contracted to attend and perform as well as an expanded re-enactor area, kids' area and several static aircraft displays. Staff is contracting with television, radio, newspapers, billboards and social media to advertise the event.

RECOMMENDATION

No action is needed at this time.

Attachment(s):