



**MONROE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

City Hall Conference Room
300 W. Crowell Street
Monroe, NC 28112
Thursday, August 12, 2021 - 8:30 AM

AGENDA

1. Approval of Minutes of Monroe Tourism Development Authority Regular Meeting of June 10, 2021
2. Finance/Occupancy Report
3. Science Center Darden Naming Information
4. Science Center Budget Amendment for Resale Merchandise
5. Dowd Center Theatre Gala
6. Air Show Update
7. Other

MONROE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

CONFERENCE ROOM

300 W. CROWELL STREET, MONROE, NC 28112

JUNE 10, 2021 – 8:30 A.M.

MINUTES

Present: Chairman Bobby Kilgore, Vice Chairwoman Sheila Crunkleton, Pat Kahle, Ron Brown, Gina Day, and Lorayn DeLuca

Absent: None

Staff Present: Communications and Tourism Officer Pete Hovanec, Accounting Manager Ashley Ivey, Communications and Tourism Assistant Alison Nichols, City Manager Larry Faison, Assistant City Attorney Ashley Duncan Britt, Monroe Science Center Supervisor Lauren Fike

Staff Absent: Assistant City Manager/Director of Downtown Brian Borne, Finance Director Lisa Strickland

Visitors: Sharon Crowder Poston, Vice Principal of South Mecklenburg High School (arr. 8:41)

Chairman Kilgore called the Monroe Tourism Development Authority Regular Meeting of June 10, 2021 to order at 8:30 a.m.

Item No. 1 Approval of Minutes of Monroe Tourism Development Authority Meeting of April 8, 2021 Ms. Kahle made a motion to approve the Minutes of the Monroe Tourism Development Authority Regular Meeting of April 8, 2021. Ms. Day seconded the motion, which passed unanimously with the following votes:

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

NAYS: None

Item No. 2 Finance/Occupancy Report Ms. Ivey stated that April collections were \$54,315, and March collections were also good. The April and March collections have been back up to pre-pandemic levels. The unreserved cash balance of the capital project fund is \$264,427, and that is over what has been set aside for science center building and exhibits.

Item No. Dowd Center Theatre Update Mr. Hovanec stated that the governor has lifted restrictions, and staff is working hard to open the theater. Seth Werner, the technical director, resigned to move to Pennsylvania; a new technical director has been hired and is starting the position today. There have been many requests for use of the theater, and staff is moving forward with programming. The theater is booked almost solidly every weekend from September through the end of the year. Staff is working to find the balance between scheduling programming and rentals. The goal is to put on a season of in-house programming as the Blumenthal Theater does and to supplement with rentals and other groups putting on

ticketed events. The opening gala is scheduled for September 18 and will feature The Spinners. There will be approximately 200-250 tickets for VIPs and a pre-party for that group and another 200-250 tickets sold to the public.

Ms. DeLuca asked about the price of the tickets sold to the public.

Mr. Hovanec responded that it is not set but will probably be about \$50/ticket. There is also a bluegrass musician scheduled to perform in October and a one-man show featuring a veteran telling stories and possibly the Army 82nd Airborne choir on Friday, November 5, in conjunction with the air show weekend.

Mr. Hovanec said that a person has been hired for the position of Theatre Patron Services Assistant; she will start the job in early July. This completes the hiring for full-time staff at the theater.

Item No. 4 Science Center Update Mr. Hovanec introduced Lauren Fike, the new Science Center Supervisor. She has 10 years' experience at Discovery Place Kids Huntersville. She is working to get systems in place at the science center office, exploring ticketing possibilities, and creating content for website and social media.

Ms. Fike stated that she started part-time at DP Kids three weeks before the facility opened, so she has experience in starting up a facility.

Mr. Hovanec said that staff had been planning for a September opening; however, City Council will be having a public input session at the July 13 meeting regarding changing the name of the science center. If the name changes, it could push back the opening if construction elements are involved.

Vice Chairwoman Crunkleton expressed that she feels very strongly about this, stating that the City sold naming rights and set a naming policy. Changing that a year later is not right and poorly affects the City's credibility. The Dowd Foundation stepped up with \$1 million for naming rights to the theater, and this is unfair to them and a violation of City policy.

Mr. Brown strongly agreed, especially as someone who personally worked on the campaign and contributed to both the Science Center and the Dowd Center Theatre.

Vice Chairwoman Crunkleton stated that there is a great plan in place already to honor Dr. Darden without violating policies that are already in place.

Mr. Hovanec stated that it is up to board members to speak before Council.

Vice Chairwoman Crunkleton opined that the committee worked so hard to promote and fundraise for the theater and the science center, and this leaves a bad taste.

Ms. DeLuca said that this needs to be addressed. The City's integrity comes into play, and the issue begs the question, "Why are you choosing this over that?" Either way, Dr. Darden will be honored and featured.

Mr. Hovanec encouraged members to speak to Council if they wanted to express their opinions as staff serves at Council's direction. It is important for Council to hear all perspectives.

Vice Chairwoman Crunkleton added that there was a great plan to honor Dr. Darden already in place and it was not going to cost much or set the science center opening back.

Mr. Hovanec stated that the movie “Are You There God? It’s Me, Margaret” featuring Rachel McAdams and Kathy Bates will be filming in Monroe on June 21. Crew and extras will be using the science center and parking lot for staging and will contribute to the Get Centered campaign. They will also be using the theater and paying a rental fee.

Chairman Kilgore asked if there is an update on the parking lot paving.

Mr. Hovanec replied that the project has not received environmental signoff. The work probably will not be done in time for a September opening; the project is at the mercy of the DEQ.

Item No. 5 Air Show Update Mr. Hovanec said that Warbirds Over Monroe Air Show will be November 6-7. Staff decided to re-use the poster that did not get used last year due to the cancellation. There is a lot of interest from the air show community. The *Tinker Belle* flew in the Reading air show and garnered a lot of attention; however, she had a fuel leak on Sunday. Tickets will go on sale July 1; staff is anticipating a big turnout.

Ms. DeLuca said that there is a documentary on Netflix that shows the *Tinker Belle*.

Mr. Hovanec gave the group a brief history of the *Tinker Belle*.

Ms. DeLuca asked if the City owns this plane.

Mr. Hovanec answered that it is owned by the City and is used to highlight the aerospace industry in Monroe to nationwide audiences and is also used to educate local school groups and children.

Item No. 6 Other Mr. Hovanec announced that the first Car Cruise-In of the year will be on Friday, and the summer concert series starts later in the month. People want events to attend

Ms. Kahle agreed; the Chamber is phasing events back in and plans to be back to normal by September.

Vice Chairwoman Crunkleton said that the Red Cross will hold a blood drive July 1 at the Old Armory.

The meeting adjourned at 9:07 a.m.

ATTEST:

Bobby Kilgore, Chairman

Alison H. Nichols

MTDA/6-10-21

**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	54,671.79	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	57,003.16		
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	57,435.41		
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	\$507,713.19		
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	\$15,077.13	\$398,401.75	
Operating (2/3)	\$57,414.86	\$81,806.54	\$88,257.07	\$95,936.54	\$105,296.68	\$108,687.80	\$85,039.73	\$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	\$328,424.04	\$3,632,324.43	
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	\$164,212.02	\$3,479,077.17	
	\$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	\$507,713.19	\$7,509,803.35	

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
2021	506,522	387,820	164,212	(45,509)	912,535

Fund Balance as of June 30, 2021

\$912,535

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

Capital Fund Activity:

Revenue	\$3,479,077.17
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	110,382.55
Donations/Sponsorships	419,583.25
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	3,748,600
Architectural/Engineering Services/Exhibits Consulting - Science Center	669,225
Fund Raising Services - Science Center	100,439
Capitalized Equipment/Exhibits - Science Center	349,791
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 July 29, 2021**\$741,869.15**Portion of Cash Balance Currently Committed in Projects:**

Projects:	
Branding Initiative	\$ -
Monroe Science Center Building	125,947.79
Center Theatre Expansion	-
Science Center Exhibits	321,800.68
	<u>\$ 447,748.47</u>

Unreserved Cash Balance of the Capital Project Fund \$294,120.68

(\$0.00)

The Tinker Belle Operating Activity FY 2021**Budget****FYTD Actual**

Revenue:		
Show Appearance Fees	20,000	\$ 3,500
Walk-Through/Merchandise Sales	10,000	2,022
Total	<u>30,000</u>	<u>5,522</u>
Expenses:		
Repair & Maintenance - Equipment	40,000	36,746
Travel	6,500	2,819
Fuel	17,500	12,584
Insurance	12,460	13,057
Contracted Services - Warriors & Warbirds	10,000	10,000
Merchandise for Resale	3,000	-
Marketing & Promotions	4,275	2,707
Printing	0	-
Total	<u>93,735</u>	<u>77,913</u>
Net Income (Loss)	<u>(63,735)</u>	<u>(72,391)</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: August 12, 2021

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Science Center Darden Naming Information

SUMMARY STATEMENT

The TDA will be presented an update on the modified name of the Monroe Science Center.

REVIEW

At the July City Council meeting, Council voted to update the name of the Monroe Science Center to the Monroe Science Center Honoring Dr. Christine Mann Darden. Staff is working with Morris-Berg Architects to modify the signage on the building.

RECOMMENDATION

No action is needed at this time.

Attachment(s):



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: August 12, 2021

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Science Center Budget Amendment for Resale Merchandise

SUMMARY STATEMENT

The TDA will be presented a budget amendment for approval for Science Center merchandise for resale.

REVIEW

The budget amendment of \$30,000 will allow Science Center staff to stock the gift shop with merchandise from several vendors. Staff has met with suppliers and identified several products and lines that are good for the facility. Prices in the gift shop will range from approximately \$2.00 to \$50.00 and will include items such as plush animals, science books, and other toys that represent the themes of the Science Center. The money from the budget amendment will sustain the gift shop for this year and give a baseline for years to come. Staff will constantly monitor and adapt the budget based on trends and actual merchandise purchases.

RECOMMENDATION

Staff asks that the Monroe Tourism Development Authority Board approve the budget amendment for \$30,000 to stock the gift shop.

Attachment(s):

MONROE TOURISM DEVELOPMENT AUTHORITY
BUDGET AMENDMENT
BA-2022-01

Amendment is necessary to appropriate funds for Monroe Science Center gift shop resale merchandise.

Tourism Development Authority:

Revenues:

Appropriation of Fund Balance	\$30,000
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Expenses:

Physical and Economic Development	\$30,000
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Adopted this 12th day of August, 2021.

Bobby Kilgore, Chairman

ATTEST:

Alison Nichols, Clerk



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: August 12, 2021

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Dowd Center Theatre Gala

SUMMARY STATEMENT

The TDA will be presented an update on the Dowd Center Theatre gala event.

REVIEW

The Dowd Center Theatre will be hosting a gala event on September 18. The event will feature The Spinners, whose hit songs include “Rubber Band Man” and “Working My Way Back to You.” Plans are underway; more specifics will be released soon. The gala will be for donors, with a limited number of tickets available for sale to the public as well.

RECOMMENDATION

No action is needed at this time.

Attachment(s):



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: August 12, 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):