MONROE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING

City Hall Conference Room
300 W. Crowell Street
Monroe, NC 28112
Thursday, March 10, 2022 - 8:30 AM

AGENDA

1. Approval of Minutes of Monroe Tourism Development Authority Regular Meeting of February 17, 2022
2. Finance/Occupancy Report
3. Budget Presentation and Call for Public Hearing
4. Other
5. Science Center Tour

MONROE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

DOWD CENTER THEATRE

120 S. MAIN STREET, MONROE, NC 28112

February 17, 2022 – 8:30 A.M.

Present: Chairman Marion Holloway, Joyce Rentschler, Pat Kahle, Ron Hinson, Gina Day, Arpan Bhakta, MaryAnn Rasberry (arr. 8:33 a.m.), Sharon Crowder Poston, and Lorayn DeLuca

Absent:

Staff Present: Communications and Tourism Officer Pete Hovanec, Communications and Tourism Assistant Alison Nichols, Finance Director Lisa Strickland, Accounting Manager Ashley Ivey, Monroe Science Center Supervisor Lauren Fike, Dowd Center Theatre Supervisor James Vesce, Interim City Manager Brian Borne, and City Attorney Mujeeb Shah-Khan (arr. 8:49 a.m.)

Staff Absent: Downtown Director Matt Black and Assistant City Attorney Ashley Duncan Britt

Visitors: Holiday Inn Express Manager Bradley Taylor

Chairman Holloway called the Monroe Tourism Development Authority Regular Meeting of February 17, 2022 to order at 8:30 a.m.

Item No. 1 Approval of Minutes of Monroe Tourism Development Authority Meeting of December 9, 2021 Ms. Kahle made a motion to approve the Minutes of the Monroe Tourism Development Authority Regular Meeting of December 9, 2021. Ms. Rasberry seconded the motion, which passed unanimously with the following votes:

AYES: Bhakta, Crowder Poston, Day, DeLuca, Hinson, Kahle, Rasberry, and Rentschler

NAYS: None

Item No. 2 Finance/Occupancy Report Ms. Ivey stated that December collections totaled $55,627. This was the highest December collection total ever; although the numbers reflect the addition of a hotel, they are still very high. The Capital Project Fund unreserved balance is $408,197, which is over and above what is committed for Science Center exhibits and building.

Item No. 3 Fiscal Year 2022 Audit Contract for the Monroe Tourism Development Authority Ms. Ivey presented information for the audit contract for the fiscal year ending June 30, 2022. Martin Starnes has been the City's firm for the past nine years. The City is in the middle of a 5-year agreement with them through 2023. They have done great work, and staff is very pleased. There have been no disputes or conflicts in the last year. This contract is for the same services and contract level as last year. Staff is asking the TDA Board to approve the contract for the FY2022 audit for $2,900.

Ms. Rasberry made a motion to approve the audit contract with Martin, Starnes, & Associates, CPA's, PA for $2,900. Mr. Hinson seconded the motion, which passed unanimously with the following votes:

AYES: Bhakta, Crowder Poston, Day, DeLuca, Hinson, Kahle, Rasberry, and Rentschler

NAYS: None

Item No. 4 Science Center Update Mr. Hovanec said that things are moving faster now that supplies are coming in. The fence was completed yesterday after a seven-month delay. The signage company is in the process of permitting, and signage should start going up in the next week or two. Staff is not comfortable announcing the opening date with all the delays on incoming supplies but is still engaged with the community and doing some tours.

Ms. Fike informed the board that three out of five furniture installments are in, the nursing room is completed, and the sensory room is almost completed. The exhibits are drawing closer to completion. Next steps include installing custom cabinetry currently being built for some of the exhibits, completing staff training for the point-of-sales system, and hiring additional staff and volunteers.

Mr. Hovanec noted that the opening might coincide with the end of the school year. Staff will do soft openings before a grand opening. There have been a couple small after-hours events at the Science Center, and they have been well received.

Chairman Holloway asked if it was possible to re-create Ms. Fike's Rotary presentation and post it to the City's YouTube page.

Mr. Hovanec responded that it would be done.

Item No. 5 Dowd Center Theatre Update Mr. Hovanec welcomed everyone to the Dowd Center Theatre and pointed out artist Ryan Cureton's art on display.

Mr. Vesce reviewed a "day in the life" at the theater: collaboration with the Arts Council, creation of press releases for upcoming events, and management of social media, to name just a few of the many things staff attends to on a regular basis. There is a robust rental schedule between now and June, some big ticketed events, and more work to do setting up the season for the next year. The next big step is to roll out the movie schedule.

Mr. Hovanec explained that staff is bombarded with rental requests and is constantly balancing the amount of time/resources spent on rentals with the scheduling of the theater's own productions. The rentals are ultimately supplemental. Balancing it all is a challenge as staff doesn't want to overuse the facility, overwork the staff, and lessen the quality of what the theater presents with some private events. Decisions need to be judicious so that the theater is beneficial to the City.

Mr. Borne stated that the public can't always ascertain what is a private event vs. what is City-produced/public.

Mr. Vesce said that the further staff goes, the more they will be dealing with their booker who can vet the acts who want to come to the theater, especially the lesser-known ones. The theater needs to balance seeking out talent and vetting it as artists are everywhere.

Mr. Hovanec stated the importance of determining what people would listen to for free vs. what they would pay to hear.

Ms. DeLuca added that looking at artists' social media might reveal their levels of professionalism and indicate how many people might buy tickets for them and asked if the theater's website delineates between private and public events.

Mr. Vesce answered that that is difficult to answer. The struggle is how to tag events on the website and the marquee as "presented by." The public doesn't make that distinction.

Mr. Hovanec added that if the City is marketing private events, it needs some sort of return. Unless the City is receiving a portion of private event ticket sales, staff isn't advertising it.

Mr. Hinson asked if staff has reached out to other city/county-owned theaters.

Mr. Vesce answered that there is a network and the Dowd Center Theatre is part of it.

Mr. Hovanec added that the Don Gibson theater in Shelby is probably closest to what the DCT is and that staff has modeled many of the theater's practices upon the Don Gibson.

Chairman Holloway remarked that he met people from Davidson at the Sierra Hull event and that the theater is bringing in people for tourism.

Mr. Hovanec agreed, saying that the theater is meeting tourism goals of people traveling to an attraction in Monroe.

Mr. Vesce stated that there has been monumental upheaval in the industry the past two years. Artists are trying to recoup and start up again, and everyone is trying to support each other and find the way back.

Item No. 6 Other Mr. Hovanec explained the structure of the board. In Sheila Crunkleton's absence from the board due to term expiration, the current board needs to recommend a member who will serve as Vice Chairperson. The recommendation will go to the Citizens Appointment Committee, which will in turn pass on to City Council for approval.

After a short discussion, the Board recommended Pat Kahle for Vice Chairwoman.

Ms. Day stated that there has been an uptick in hotel bookings. Weddings and sports tournaments are picking up, and hotels are seeing more travel in general and trips being planned further out. Mr. Bhakta concurred.

Ms. Rentschler made a motion to adjourn. Mr. Hinson seconded the motion, which passed unanimously with the following votes:

AYES: Bhakta, Crowder Poston, Day, DeLuca, Hinson, Kahle, Rasberry, and Rentschler

NAYS: None

The meeting adjourned at 9:17 a.m.

Item No. 7 Tour of Dowd Center Theatre After the meeting, staff offered a tour of the Dowd Center Theatre. A quorum was not present.

ATTEST:

Marion Holloway, Chairman

Alison H. Nichols

MTDA/2-17-22

CITY OF MONROE, NORTH CAROLINA
HOTEL OCCUPANCY TAX COLLECTIONS HISTORY

Month	Collections FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012
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
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
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
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
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
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
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
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
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
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
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
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
Penalties/Interest	2,275.37	502.50		2,852.82	2,245.44		1,028.71		25.20
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
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
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
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
	$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

Month	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022	Total from Inception
July	$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	$58,632.48	
August	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	$57,897.52	
September	34,306.54	26,188.56	36,170.00	43,971.63	52,501.28	49,280.40	57,322.54	54,601.79	36,333.99	$57,557.21	
October	30,332.49	32,977.87	39,730.02	50,450.31	62,852.14	54,883.77	61,478.56	58,576.63	47,918.88	$60,324.82	
November	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	$62,776.88	
December	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	$55,627.44	
January	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	$47,425.62	
February	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	$0.00	
March	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	$0.00	
April	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	$0.00	
May	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	$0.00	
June	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	$0.00	
Penalties/Interest	22.50	2.00	130.10	40.29							
Total Collections	$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	$400,241.97	
Distribution of Collections											
Administrative Fee	$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	$12,007.26	$410,409.01
Operating (2/3)	$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	$258,823.14	$3,891,147.57
Capital (1/3)	$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	$129,411.57	$3,608,488.74
	$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	$400,241.97	$7,910,045.32

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	501,615	385,603	164,212	(48,200)	909,844

Fund Balance as of June 30, 2021 $909,844

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

Capital Fund Activity:

Revenue		$3,608,488.74
Proceeds from 2018B Limited Obligation Bonds - Science Center		$3,651,935.65
Interest Earned Trustee Account for 2018B Limited Obligation Bonds		$80,369.64
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		3,832,694
Architectural/Engineering Services/Exhibits Consulting - Science Center		669,225
Fund Raising Services - Science Center		100,439
Capitalized Equipment/Exhibits - Science Center		439,016
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 November 29, 2021		$698,235.18
Portion of Cash Balance Currently Committed in Projects:		
Projects:		
Branding Initiative	$ -	
Monroe Science Center Building	42,127.61	
Center Theatre Expansion	-	
Science Center Exhibits	232,575.32	
	$ 274,702.93	
Unreserved Cash Balance of the Capital Project Fund		$423,532.25

($0.00)

The Tinker Belle Operating Activity FY 2022	**Budget**	**FYTD Actual**
Revenue:		
Show Appearance Fees	20,000	$ -
Walk-Through/Merchandise Sales	10,000	1,710
Total	30,000	1,710
Expenses:		
Repair & Maintenance - Equipment	23,505	3,675
Travel	13,500	10,805
Fuel	20,000	1,486
Insurance	12,460	12,167
Contracted Services - Warriors & Warbirds	10,000	-
Merchandise for Resale	3,000	-
Marketing & Promotions	8,064	810
Printing	2,500	-
Total	93,029	28,943
Net Income (Loss)	(63,029)	(27,233)

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

City of Monroe
Where Heartland Meets High Tech

STAFF REPORT

TO: Tourism Development Authority

VIA: Marion Holloway, Chairman

DATE: March 10, 2022

FROM: Peter Hovanec, Communications and Tourism Office

SUBJECT: Call for Public Hearing to be held April 14, 2022 for FY 2022-2023 Budget

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SUMMARY STATEMENT

The consideration of calling for a Public Hearing on the Fiscal Year 2022-2023 Budget to be held on April 14, 2022 at 8:30 a.m.

REVIEW

North Carolina General Statute 159-12 stipulates that a public hearing be held to receive public comment on the proposed Annual Budget prior to adoption of such Budget.

RECOMMENDATION

Staff recommends that the TDA board call for a public hearing to be held on April 14, 2022 at 8:30 a.m. to receive public input.

Attachment(s):