



**MONROE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

City Hall Conference Room
300 W. Crowell Street
Monroe, NC 28112
Thursday, July 14, 2022 - 8:30 AM

AGENDA

1. Approval of Minutes of Monroe Tourism Development Authority Regular Meeting of April 14, 2022
2. Finance/Occupancy Report
3. Science Center Update
4. Dowd Center Theatre Update
5. Air Show Update
6. Tinker Belle Update

MONROE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

CONFERENCE ROOM

300 W. CROWELL STREET, MONROE, NC 28112

APRIL 14, 2022 – 8:30 A.M.

MINUTES

Present: Chairman Marion Holloway, Joyce Rentschler, Pat Kahle, Ron Hinson, Arpan Bhakta, Sharon Crowder Poston (arr. 8:34), and Lorayn DeLuca

Absent: Gina Day and MaryAnn Rasberry

Staff Present: Communications and Tourism Officer Pete Hovanec, Communications and Tourism Assistant Alison Nichols, Finance Director Lisa Strickland (arr. 8:36), Accounting Manager Ashley Ivey, Interim City Manager Brian Borne, Assistant City Attorney Ashley Duncan Britt, Monroe Science Center Supervisor Lauren Fike, and Dowd Center Theatre Supervisor James Vesce

Staff Absent: Downtown Director Matt Black

Visitors:

Chairman Holloway called the Monroe Tourism Development Authority Regular Meeting of April 14, 2022 to order at 8:31 a.m.

Item No. 1 Approval of Minutes of Monroe Tourism Development Authority Meeting of March 10, 2022 Ms. Kahle made a motion to approve the Minutes of the Monroe Tourism Development Authority Regular Meeting of March 10, 2022. Mr. Hinson seconded the motion, which passed unanimously with the following votes:

AYES: Bhakta, DeLuca, Hinson, Kahle, and Rentschler

NAYS: None

Item No. 2 Finance/Occupancy Report Ms. Ivey stated that collections in February totaled \$55,074, which is the highest February ever. Collections so far this year are \$455,316. The unreserved balance of the capital project fund is \$441,339.

Mr. Hovanec stated that the Science Center received a \$100,000 grant for exhibits from the State, which will help as staff finishes up with exhibits. Staff is looking at a September 1 opening for the Science Center with a mid-August VIP celebration.

Item No. 3 Fiscal Year 2022-2023 Budget

A. Public Hearing Mr. Hovanec reminded the board that the budget was presented at last month's meeting. Staff does not anticipate spending all that is in the budget; anything left over will be rolled back into the Tourism operational fund.

Chairman Holloway opened the duly advertised public hearing.

There being no speakers, Chairman Holloway closed the public hearing.

B. Action – Resolution and Budget Ordinance to Adopt FY 2022-2023 Budget Ms. Kahle moved to adopt Resolution R-2022-01:

**MONROE TOURISM DEVELOPMENT AUTHORITY
RESOLUTION TO ADOPT AN ANNUAL
BALANCED BUDGET FOR FISCAL YEAR 2022-2023**

R-2022-01

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 2022-2023 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-2022-01**

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, 2022, ending June 30, 2023:

Physical and Economic Development	\$ 1,243,943
-----------------------------------	--------------

Section 1B It is estimated that the following revenues will be available in the General Operating Fund for the fiscal year beginning July 1, 2022, and ending June 30, 2023:

Restrictive Intergovernmental	\$ 598,490
Sales and Services	632,000
Investment Earnings	1,403
Miscellaneous	12,050
Other Financing Sources	<u>0</u>
	\$ 1,243,943

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 14th day of April, 2022.

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

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

NAYS: None

Item No. 4 Other Mr. Hovanec said that the Dowd Center Theatre hosted its first sold-out show featuring James Gregory while a Downtown Cruise-In and Art Walk occurred simultaneously. There were no complaints about parking, and the night was a success.

Chairman Holloway complimented staff on putting everything together.

Mr. Hovanec concurred, stating that Mr. Vesce and his staff did a great job coordinating many details and people.

Mr. Vesce reviewed upcoming events at the theater. Staff has been discovering that a lot of the theater's clientele are not media-savvy and are reluctant to purchase tickets online. Staff is trying to manage box office hours and in-person ticket sales; educating the public and getting word out that the theater is not open 24/7 is important. There are a lot of theater rental bookings right now.

Mr. Hovanec explained that the theater staff has been developing relationships with different groups but needs to educate them that the theater cannot offer space and services for free.

Mr. Vesce agreed, noting that the theater rates are very reasonable and that the fee schedule was approved by City Council.

Mr. Hovanec switched gears, stating that the opening of the Science Center has been set for September 1 in order to coincide with the opening of school. Hopefully new staff will be hired after July 1.

Ms. Fike updated the board with some operational details regarding furniture and the point-of-sales system. Staff may try to hold a back-to-school event for teachers only in August.

Mr. Hovanec said that the exterior signage has been completed and looks good. Dr. Darden is hoping to be at the opening. Staff wants to make sure the opening is not rushed and is done right.

The board discussed current and upcoming projects in Downtown Monroe.

Ms. Kahle made a motion to adjourn. Ms. DeLuca seconded the motion, which passed unanimously with the following votes:

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

NAYS: None

The meeting adjourned at 9:22 a.m.

ATTEST:

Marion Holloway, Chairman

Alison H. Nichols

MTDA/4-14-22

DRAFT

**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	FY2022	
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	\$58,632.48	
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	\$57,897.52	
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	54,601.79	36,333.99	\$57,646.95	
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	47,918.88	\$60,324.82	
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	\$62,776.88	
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	\$55,627.44	
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	\$47,425.62	
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	\$55,074.93	
March	23,020.95	27,654.43	28,609.28	31,187.99	35,210.37	27,000.53	24,336.17	28,069.88	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	\$68,473.24	
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	31,987.58	33,561.95	44,006.59	56,185.32	54,463.65	55,541.22	52,298.83	24,603.84	54,315.36	\$72,023.49	
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	\$72,299.75	
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	\$0.00	
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	\$668,203.12	
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	\$20,046.09	\$418,447.85
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	\$328,424.04	\$432,104.68	\$4,064,429.11
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	\$216,052.34	\$3,695,129.51
	\$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	\$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	\$668,203.12	\$8,178,006.47

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 administrative fee plus interest earnings and revenue for The Tinker Belle.

Capital Fund Activity:

Revenue	\$3,695,129.51
Proceeds from 2018B Limited Obligation Bonds - Science Center	\$3,651,935.65
Interest Earned Trustee Account for 2018B Limited Obligation Bonds	\$79,971.88
Investment Earnings	110,382.55
Donations/Sponsorships	440,083.25
Grants	100,000.00
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	3,848,582
Architectural/Engineering Services/Exhibits Consulting - Science Center	669,225
Fund Raising Services - Science Center	100,439
Capitalized Equipment/Exhibits - Science Center	516,734
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 June 30, 2022** \$811,372.63

Portion of Cash Balance Currently Committed in Projects:

Projects:	
Branding Initiative	\$ -
Monroe Science Center Building	26,239.70
Center Theatre Expansion	-
Science Center Exhibits	<u>154,857.67</u>
	\$ <u>181,097.37</u>

Unreserved Cash Balance of the Capital Project Fund \$630,275.26 (\$0.00)

The Tinker Belle Operating Activity FY 2022

	Budget	FYTD Actual
Revenue:		
Show Appearance Fees	20,000	\$ -
Walk-Through/Merchandise Sales	10,000	1,602
Total	<u>30,000</u>	<u>1,602</u>
Expenses:		
Repair & Maintenance - Equipment	23,505	12,174
Travel	13,500	10,805
Fuel	20,000	5,070
Insurance	12,460	14,250
Contracted Services - Warriors & Warbirds	10,000	10,000
Merchandise for Resale	3,000	
Marketing & Promotions	8,064	810
Printing	2,500	-
Total	<u>93,029</u>	<u>53,109</u>
Net Income (Loss)	<u>(63,029)</u>	<u>(51,507)</u>

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

lawver



STAFF REPORT

TO: Tourism Development Authority

VIA: Marion Holloway, Chairman

DATE: July 14, 2022

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Science Center Update

SUMMARY STATEMENT

The TDA will be presented an update on staffing, exhibit updates and proposed opening plan.

REVIEW

Staff has completed the hiring process for the Marketing and Membership Specialist. Ashe Barker started July 11 and comes with an extensive background in managing a children's museum as well as working in the membership department. Her first tasks will be managing the retail shop, creating our volunteer/apprentice program and helping wrap up details on exhibits.

Staff is wrapping up the exhibit plans for the science center. We have ordered a couple new exhibits and are fine tuning existing ones by making them public-ready.

We hope to offer a donor appreciation evening as we get closer to opening on a Thursday evening as well as taking two weekends to offer city departments and their families to visit. This will help us monitor the way people interact with exhibits, giving us information to alter them if need be. It will also give us an opportunity to train staff on our POS system/guest interactions.

Next steps:

- Hire additional full time staff: Customer Service Rep/Full time Manager on Duty
 - Hire part time staff (8-10)
 - Create and implement adult volunteer program and teen apprentice program
 - Handbooks for staff and volunteers
-

RECOMMENDATION

No action is needed at this time.

Attachment(s):

STAFF REPORT

TO: Tourism Development Authority

VIA: Marion Holloway, Chairman

DATE: July 14, 2022

FROM: Pete Hovanec, Communications and Tourism Director

SUBJECT: Dowd Center Theatre Update

SUMMARY STATEMENT

The TDA will be presented an update on events for the Dowd Center Theatre since its last report in February 2022.

REVIEW

The Dowd has paused its ticketed programming this summer in order to hire flexible part-time staff attendants as well as newly acquired permanent part-time front-of-house and technical assistant positions. These hires will allow the Dowd to finally provide consistent programming opportunities heading into Fall 2022 and include: debut of a bi-weekly movie schedule, continued private rentals, residency support for the Monroe Art Walk, Union Symphony, and other local arts organizations and ticketed events, and bookings in progress with performers Ruben Studdard, Noel Freidline, Molly Tuttle, The Platters, and more.

RECOMMENDATION

No action is needed at this time.



STAFF REPORT

TO: Tourism Development Authority

VIA: Marion Holloway, Chairman

DATE: July 14, 2022

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 12-13 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. 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):



STAFF REPORT

TO: Tourism Development Authority

VIA: Marion Holloway, Chairman

DATE: July 14, 2022

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Tinker Belle Update

SUMMARY STATEMENT

The TDA will be presented an update on the C-46 Tinker Belle.

REVIEW

Staff continues to build relationships within the air show community as Tinker Belle is rounding the final stages of major maintenance renovations. Maintenance work should be completed within the month. Continued pilot development and recruitment has been ongoing and continues to present challenges, but the maintenance work completed allows for more opportunities from pilots who have pointed out the need for some of the maintenance issues to be addressed before they would fly the aircraft. Continued reorganization within our oversight entity, Warriors and Warbirds, is also still ongoing and presents unique challenges in the day to day operations as that organization is made up of aging individuals who at times are unable to perform the necessary tasks for continuity of service for the aircraft. Staff is working closely with that organization to address shortfalls and help develop the organization to better fit our needs. Tinker Belle has undergone significant maintenance repairs over the past 18 months including, but not limited to, replacement of wheels, tires, brakes, fire suppression kits, generator and other engine components. Our previously certified pilot out of Florida needs to have a “check ride,” done every three years; but in order to have that, the aircraft has to be 100 percent mechanically sound. We are currently at that point and will be having that pilot recertified shortly. In dealing with the pilot shortage, we reached out to Everetts Air in Alaska and have built an excellent relationship with that organization and even have had their chief C46 pilot come down and fly the aircraft for us as well as perform training for the other potential pilots (he has family in the area). Having this individual as part of the team offers us another layer of pilot accessibility and training that will help us grow our stable of pilots. We currently have three local and one semi-local co-pilots who just need time in the aircraft to become certified. We feel this will be accomplished in the upcoming months.

We have had to take time off from air shows to correct many of these aforementioned issues, but we believe we are back on track. we have air show invitations to attend air shows in Florida,

Georgia and South Carolina; we will do our best to make what shows we can this year. We will also be planning a local event for the board and other City officials and volunteers to experience a ride on the aircraft.

RECOMMENDATION

No action is needed at this time.

Attachment(s):