



**MONROE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

City Hall Conference Room
300 W. Crowell Street
Monroe, NC 28112
Thursday, August 11, 2022 - 8:30 AM

AGENDA

1. Approval of Minutes of Monroe Tourism Development Authority Regular Meeting of July 14, 2022
2. Finance/Occupancy Report
3. Science Center Update
4. Science Center Budget Amendment for Resale Merchandise
5. Dowd Center Theatre Update
6. Other
7. Tour of Science Center

MONROE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

CONFERENCE ROOM

300 W. CROWELL STREET, MONROE, NC 28112

JULY 14, 2022 – 8:30 A.M.

MINUTES

Present: Vice Chairwoman Pat Kahle, Joyce Rentschler, Ron Hinson, Arpan Bhakta, Lorayn DeLuca, Gina Day and MaryAnn Rasberry

Absent: Chairman Marion Holloway and Sharon Crowder Poston

Staff Present: Communications and Tourism Officer Pete Hovanec, Communications and Tourism Assistant Alison Nichols, Downtown Director Matt Black, Accounting Manager Ashley Ivey, Interim City Manager Brian Borne, Assistant City Attorney Ashley Duncan Britt, Monroe Science Center Supervisor Lauren Fike, Monroe Science Center Membership and Marketing Specialist Ashe Barker, and Dowd Center Theatre Supervisor James Vesce

Staff Absent: Finance Director Lisa Strickland

Visitors:

Vice Chairwoman Kahle called the Monroe Tourism Development Authority Regular Meeting of July 14, 2022 to order at 8:31 a.m.

Item No. 1 Approval of Minutes of Monroe Tourism Development Authority Meeting of April 14, 2022 Mr. Hinson made a motion to approve the Minutes of the Monroe Tourism Development Authority Regular Meeting of April 14, 2022. Ms. DeLuca seconded the motion, which passed unanimously with the following votes:

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

NAYS: None

Item No. 2 Finance/Occupancy Report Ms. Ivey stated that collections for each of the last two months were \$72,000, which is an all-time high. There is one more month's collection to be tallied for this fiscal year. Numbers are up 15% compared to pre-Covid numbers in 2019. The unreserved balance of the capital project fund is \$630,275.

Mr. Hovanec stated that locally and nationally, hotels are booked and prices are higher because all costs have gone up. The City has also approved two developments with hotel plans in them. They won't become reality for three to five years, but there is a need for more hotels on the eastern side of town. If the hotels are full, those guests are spending money in Monroe restaurants and other industries.

Item No. 3 Science Center Update Mr. Hovanec said staff is preparing for an early September opening date and is planning a VIP event for mid-August.

Ms. Fike introduced Ashe Barker, recently hired as Membership and Marketing Specialist. Staff is continuing to work on hiring and is also working on a soft opening for family of staff and donors.

Vice Chairwoman Kahle asked if membership information is on the website.

Ms. Fike responded that for now, there will be just general admission with membership options to be added later. Doing straight admissions at first will give staff more control over the numbers while the science center gets up and running.

Mr. Hovanec added that this will be a slow rollout. Starting up and running a science center is brand new to the City, and staff does not want to be playing catch up later.

Mr. Hinson asked if paving was complete.

Mr. Borne said that paving is going up for bid a fifth time. If there are no takers this time, it could be split into several contracts. Engineering staff will try to level/clean the parking lot if necessary.

Vice Chairwoman Kahle asked if staff has spoken with Dr. Darden.

Mr. Hovanec said that staff has been in contact with Dr. Darden and is planning to bring her down to the science center for presentations and do a viewing of "Hidden Figures" at the theater followed by a "Talk Back" session.

Item No. 4 Dowd Center Theatre Update Mr. Hovanec said that the theater is running full steam. New part-time hires are in the works, which will allow the theater to start movie series. Staff is getting inundated with rental requests and is working to figure out the best choices to complement what the theater is doing overall. There is a need to manage public perception in this area.

Mr. Vesce stated that there have been 40-50 events at the theater since September. Staff has been operating under the principle of "What is possible?" but now needs to assess "What can't we do?" There is a balance to be attained here. Staff is working to be judicious with programming and is realizing there are certain things that can't be done as the theater is not a full-use facility. There is no lack of activity.

Ms. DeLuca and Mr. Vesce discussed independent picture shows and film festivals in the area.

Ms. Raspberry asked if an events calendar showing bookings could be put on the theater website.

Mr. Vesce responded that staff is working through that.

Mr. Hovanec interjected that the issue is that sometimes dates are in the works behind the scenes but not fully settled.

Mr. Borne added that some of the public comments are reflective of unrealistic expectations.

Mr. Hovanec said that the theater does not share private events publicly. Staff is working with Mr. Black and the Downtown merchants to coordinate processes and work together. There is a balance between managing City programming and private bookings.

Item No. 5 Air Show Update Mr. Hovanec passed out posters to board members. Staff is in the process of contracting with air show acts as of July 1. There is a lot of work going on at the airport for safety considerations. Fuel prices are up, as are hotels and basically everything else, and air show ticket prices are being raised to reflect this. Adult tickets will be \$20, and children under 12 are still free. This is the first price increase since the air show began 15 years ago. Performers will be split among three hotels to be fair to the hotels and not totally take over any one of them. The air show industry is booming right now.

Item No. 6 Tinker Belle Update Mr. Hovanec stated that the tire/wheel parts from Alaska came in, and the decision was made to replace lots of parts for maintenance along with that. Warriors and Warbirds provides labor, so the only money spent is for parts. This work should be done in the next couple of months. Plans are in the works to host a VIP day once the work is complete. Staff is looking at future options regarding selling or putting Tinker Belle on permanent loan to another organization. The money for her is already budgeted for this year, but this is a do-or-die year. Tinker Belle has served a purpose and is still in high demand. The City does have leverage if it decides to get rid of her.

The group at large discussed office space/tenancy at the new and old police department buildings as well as new restaurant possibilities in Downtown.

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

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

NAYS: None

The meeting adjourned at 9:21 a.m.

ATTEST:

Marion Holloway, Chairman

Alison H. Nichols

MTDA/7-14-22

**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	\$72,729.08	
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	\$740,932.20	
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	\$22,227.97	\$420,629.72
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	\$479,136.16	\$4,111,460.59
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	\$239,568.08	\$3,718,645.24
	\$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	\$740,932.20	\$8,250,735.55

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
2022	726,022	429,184	241,174	55,664	965,508

**preliminary balances until audit is final

Fund Balance as of June 30, 2022

\$909,844

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

Capital Fund Activity:

Revenue	\$3,718,645.24
Proceeds from 2018B Limited Obligation Bonds - Science Center	\$3,651,935.65
Interest Earned Trustee Account for 2018B Limited Obligation Bonds	\$80,836.31
Investment Earnings	110,382.55
Donations/Sponsorships	440,233.25
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	497,506
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
NC DNCR Grant Capital Equipment Expenses	19,486
Cash Balance of the Capital Project Fund	
as of July 28, 2022	<u>\$835,644.79</u>

Portion of Cash Balance Currently Committed in Projects:

Projects:	
Branding Initiative	\$ -
Monroe Science Center Building	26,239.70
Center Theatre Expansion	-
Science Center Exhibits	154,599.67
	<u>\$ 180,839.37</u>

Unreserved Cash Balance of the Capital Project Fund \$654,805.42 (\$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	13,037
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>53,973</u>
Net Income (Loss)	<u>(63,029)</u>	<u>(52,371)</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: August 11, 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 is in the middle of hiring for our third full time staff member: Customer Service Representative. Phone interviews were scheduled for the first two weeks of August, in person interviews will be in the third week. The job posting for the part time customer service rep position will hopefully be posted in the first two weeks of August. Our hope is to hire 6-8-part time staff. Depending on timing, staff hopes to provide an all staff training prior to opening that will take 1-2 weeks to train on our POS system, exhibits and opening/closing procedures.

Staff is completing last operational steps needed prior to opening. IT equipment needs to be ordered and installed. We are wrapping up final graphics to support current exhibits.

Staff is committed to opening in the fall but it might not be at full capacity. We are exploring solutions like limited hours, school group days etc. to be able to commit to that time frame.

RECOMMENDATION

No action is needed at this time.

Attachment(s):



STAFF REPORT

TO: Tourism Development Authority

VIA: Marian Holloway, Chairman

DATE: August 11, 2022

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 \$20,000 will allow Science Center staff to stock the gift shop with merchandise from several vendors. In FY 22, we asked for \$30,000 to stock the retail gift shop at the science center. In FY22 we spent \$9,362.21 and filled the gift shop with little back stock. Staff anticipates selling out quickly once we are open so we would like to have more back stock ready. 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 \$20,000 to stock the gift shop.

Attachment(s):

MONROE TOURISM DEVELOPMENT AUTHORITY
BUDGET AMENDMENT
BA-2023-01

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

Tourism Development Authority:

Revenues:

Appropriation of Fund Balance	\$20,000
-------------------------------	----------

Expenses:

Physical and Economic Development	\$20,000
-----------------------------------	----------

Adopted this 11th day of August, 2022.

Marian Holloway, Chairman

ATTEST:

Alison Nichols, Clerk



STAFF REPORT

TO: Tourism Development Authority

VIA: Marion Holloway, Chairman

DATE: August 11, 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.

REVIEW

The Dowd is in the process of hiring 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.