



**MONROE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

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

AGENDA

1. Approval of Minutes of Monroe Tourism Development Authority Regular Meeting of October 13, 2022
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

OCTOBER 13, 2022 – 8:30 A.M.

MINUTES

Present: Chairman Marion Holloway, Joyce Rentschler, Lorayn DeLuca, Gina Day, Sharon Crowder Poston (arr. 8:34 a.m.), and MaryAnn Rasberry

Absent: Ron Hinson, Vice Chairwoman Pat Kahle, and Arpan Bhakta

Staff Present: Communications and Tourism Officer Pete Hovanec, Communications Specialist Bradley Lucore, Communications and Tourism Assistant Alison Nichols, Finance Director Lisa Strickland, Downtown Director Matt Black, Accounting Manager Ashley Ivey, City Manager Brian Borne, Assistant City Attorney Ashley Duncan Britt, and Dowd Center Theatre Supervisor James Vesce

Staff Absent: Monroe Science Center Supervisor Lauren Fike

Visitors:

Chairman Holloway called the Monroe Tourism Development Authority Regular Meeting of October 13, 2022 to order at 8:34 a.m.

Item No. 1 Approval of Minutes of Monroe Tourism Development Authority Meeting of August 11, 2022 Ms. Rasberry made a motion to approve the Minutes of the Monroe Tourism Development Authority Regular Meeting of August 11, 2022. Ms. Crowder Poston seconded the motion, which passed unanimously with the following votes:

AYES: Crowder Poston, Day, DeLuca, Rasberry, and Rentschler

NAYS: None

Item No. 2 Finance/Occupancy Report Ms. Ivey stated that August collections are \$72,113. As of June 30, the end-of-year fund balance is \$941,490, which is an increase of over \$31,000 from last year. The unreserved balance of the capital project fund is \$704,691.

Item No. 3 Audit Presentation Camilla Cleveland with Martin Starnes joined the meeting via Zoom to present financial highlights from the audit using a Power Point presentation. Printed copies of the report will be available at the next meeting. Audit highlights include an unmodified opinion with no deficiencies and cooperative staff. Revenue increased by 46% due to more travel and the first full year of the Fairfield Inn being in operation. Expenditures increased by 28% due in part to the addition of Science Center staff. The total fund balance increased by \$31,000.

Mr. Hovanec remarked that this is overall a very good report and that staff is hopeful for the long-term forecast.

Item No. 4 Resolution Establishing Amount of Finance Officer Bond Ms. Strickland explained that the NC General Statutes now require that the City's Finance Officer Bond be 10% of the operating budget. 10% of the TDA's operating budget is \$124,000, so staff recommends a bond of \$150,000.

Mr. Hovanec asked if this costs the board any money.

Ms. Strickland responded that it used to cost \$500, and now it will cost \$600.

Ms. Rasberry made a motion to approve a Resolution R-2022-02 to establish the amount for the Finance Officer bond and authorize the City Manager to execute any required documents to obtain the required bond. Ms. Crowder Poston seconded the motion, which passed unanimously with the following votes:

AYES: Crowder Poston, Day, DeLuca, Rasberry, and Rentschler

NAYS: None

Mr. Hovanec said that if the money isn't all spent, it will go back in the budget at the end of the year.

Item No. 5 Dowd Center Theatre Update Mr. Hovanec stated that things are in full swing at the theater. People need to come out to the theater. They make requests for certain performers but then don't come to see them when the performers are booked.

Mr. Vesce discussed programming for the upcoming weekend and said that staff is trying to define demographics for movie selections. Currently the theater is one year out from its opening, and now staff is focusing on audience development and more focused marketing. Staff has observed that the theater sees much of the same audience over and over. Opening movie weekend took staff by surprise, and there were a lot of positive responses. The unofficial measure of success in performing arts is 60% occupancy, which translates to 330 tickets for the Dowd. Staff requests that people let the professionals handle the programming. This is all generally a three to five-year process. The theater is experiencing great relationships with the Downtown businesses. Staffing is a problem, as it is all over the country right now. There are great acts booked at the theater in the coming months.

Mr. Borne reiterated that the labor and supply chain issues are very real. Trying to educate the public about this reality is a problem. People's expectations of businesses can't be met without proper staffing. Mr. Borne noted that there have been no complaints about City employees because they are doing work above and beyond to get their jobs done while being understaffed.

Ms. Rentschler stated that she has attended several events and asked how far in advance tickets to theater events can be purchased.

Mr. Vesce explained that staff is not allowed to sell tickets to events until contracts with the performers are processed. Ideally that would be six weeks out, but right now it's running about three weeks out.

Ms. DeLuca asked if film festival movies are being shown.

Mr. Vesce said that they will be shown after Halloween programming.

Ms. DeLuca remarked that the public needs to know times and prices for events; that information should be posted on the website.

Mr. Hovanec stated that staff is trying to advertise to people outside of Monroe as well.

Ms. Raspberry thanked Mr. Vesce for his help with the Union County Playmakers.

Ms. DeLuca commended Mr. Vesce for the Symphony events.

Chairman Holloway complimented Ms. Lynn Price and Mr. Paul Riznyck, theater employees, on their welcoming greetings at theater events.

Item No. 6 Science Center Update Mr. Hovanec stated that the Science Center is currently hosting groups and needs to hire eight or nine part-time employees in order to open fully. The job was posted, and 45 applicants responded. Staff called seven to interview, and only three of those people even responded. Staff will probably hire two of those people, so the job will need to be reposted in the hopes of getting six or seven more qualified applicants to hire. The Mercury Capsule is complete and will be on display at the air show. The point-of-sales system is in place, and staff is waiting on camera installation. Everything is as ready as it can be to open with the exception of the greatly needed staff.

Ms. Day suggested that staff advertise on the job boards at Wingate University and SPCC for part-time employees.

Mr. Hovanec said that he and other volunteers painted the plane outside the Science Center. The plane needs one more coat of paint and finishing details.

Ms. DeLuca asked if the blacktop was settled.

Mr. Hovanec responded that staff has received a bid for the parking lot and is waiting for the paperwork. Site prep needs to be done, and paving could be done by spring 2023.

Mr. Borne added that nothing is official with the bid until staff has received the bond.

Mr. Hovanec added that Science Center staff is busy developing their procedures for every possible scenario in dealing with the public.

Item No. 7 Air Show Update Mr. Hovanec said that paperwork is in full swing. There is a great lineup of performers, and everyone is hoping for good weather. There will be helicopters selling rides, a jet truck, and lots of warbirds. The cost of attendance is higher this year, which reflects the higher costs to put on the air show. Staff has had to turn away some planes because they take so much fuel, and fuel is more expensive. Mr. Hovanec commended Ms. Day and her staff at the Fairfield Inn for working so well with the air show.

Item No. 8 Other Chairman Holloway discussed events happening Downtown this weekend.

Ms. Day remarked on the need for transportation for hotel guests between the hotel and Downtown; the group discussed.

The group at large discussed the relationship between theater events and the need for Downtown merchants and restaurants to stay open.

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

AYES: Crowder Poston, Day, DeLuca, Rasberry, and Rentschler

NAYS: None

The meeting adjourned at 9:30 a.m.

ATTEST:

Marion Holloway, Chairman

Alison H. Nichols

MTDA/10-13-22

**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	FY2023	
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	\$77,203.59	
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	\$72,112.89	
September	-	23,650.32	25,863.34	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	\$67,860.45	
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	\$72,465.20	
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	\$0.00	
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	\$0.00	
January	20,865.34	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	\$0.00	
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	\$0.00	
March	23,020.95	27,654.43	28,508.28	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	55,629.08	44,213.52	49,982.86	\$68,473.24	\$0.00	
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	\$72,023.49	\$0.00	
May	24,877.18	29,180.42	30,325.62	31,500.43	34,667.79	30,725.91	27,459.38	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	\$0.00		
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	\$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	\$740,932.20	\$289,642.13	
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	\$17,409.32	\$8,689.28	
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	\$423,620.05	\$403,956.58	\$412,601.86	\$333,403.88	\$328,424.04	\$482,348.59	\$187,301.91	
Capital (1/3)	\$114,829.72	\$163,613.08	\$176,514.13	\$191,873.11	\$210,593.38	\$217,375.60	\$199,079.48	\$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	\$168,701.94	\$164,212.02	\$241,174.29	\$93,650.96	
	\$202,640.69	\$288,728.96	\$311,495.53	\$338,599.61	\$371,635.38	\$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	\$289,642.13	
																				\$424,500.34	
																				\$3,813,974.93	
																				\$3,813,902.41	
																				\$8,540,377.68	

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	732,524	459,705	241,174	31,645	941,489

Fund Balance as of June 30, 2022 **\$941,489**

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

Capital Fund Activity:

Revenue	\$3,813,902.41
Proceeds from 2018B Limited Obligation Bonds - Science Center	\$3,651,935.65
Interest Earned Trustee Account for 2018B Limited Obligation Bonds	\$81,190.82
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	502,434
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	51,530

**Cash Balance of the Capital Project Fund
as of November 30, 2022**\$894,283.58**Portion of Cash Balance Currently Committed in Projects:**

Projects:	
Branding Initiative	\$ -
Monroe Science Center Building	26,594.21
Center Theatre Expansion	-
Science Center Exhibits	117,626.78
	<u>\$ 144,220.99</u>

Unreserved Cash Balance of the Capital Project Fund \$750,062.59**(50.00)****Occupancy Tax Special Revenue Fund Operating Activity FY 2023****Budget****FYTD Actual**

Revenue:		
Occupancy Tax	199,497	\$ 93,651
Investment Earnings	829	405
Total	<u>200,326</u>	<u>94,056</u>
Expenses:		
Debt Service - Principal & Interest	257,463	32,417
Debt Service - Bond Admin Fees	880	1,056
Total	<u>258,343</u>	<u>33,473</u>
Net Income (Loss)	<u>(58,017)</u>	<u>60,583</u>

The Tinker Belle Operating Activity FY 2023**Budget****FYTD Actual**

Revenue:		
Show Appearance Fees	20,000	\$ -
Walk-Through/Merchandise Sales	10,000	5,482
Total	<u>30,000</u>	<u>5,482</u>
Expenses:		
Repair & Maintenance - Equipment	27,005	14,971
Travel	6,500	-
Fuel	20,000	1,818
Insurance	12,460	7,917
Contracted Services - Warriors & Warbirds	10,000	-
Merchandise for Resale	3,000	-
Marketing & Promotions	17,275	1,052
Printing	2,500	-
Total	<u>98,740</u>	<u>25,757</u>
Net Income (Loss)	<u>(68,740)</u>	<u>(20,275)</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: Marion Holloway, Chairman

DATE: December 8, 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 currently working through its holiday schedule. The following events are in progress: The Muppet Christmas Carol & Die Hard Dec. 3; Nutcracker Sweet Dec. 4; Noel & Maria Home for the Holidays Concert & Red Carpet Dinner (Main Street Bistro & Alice Jules Coffeehouse) Dec. 9; Movie TBD Dec.10; Union County Playmakers present A Charlie Brown Christmas Dec. 17.

Upcoming bookings: Magician Brian Saint Jan. 13; Lanti Performing Arts presents Newsies beginning Jan. 18; Union Symphony Phenomenal Women Jan. 28; Malpass Brothers Feb. 10; James Gregory March 3; Ruben Studdard March 17.

RECOMMENDATION

No action is needed at this time.



STAFF REPORT

TO: Tourism Development Authority

VIA: Marion Holloway, Chairman

DATE: December 8, 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 participated in two outreach events to share science related programming to the community. These were beneficial to share progress with the community and answer questions about the science center.

Hiring the part time staff has taken more time than anticipated. From the original posting in mid-September, we were only able to onboard one-part time staff that started 11/30. After a second posting, we are hopeful to offer five candidates the part time position and we continue to interview. We need to fill 10-part time positons for us to have a fully functioning staff. We also will start onboarding volunteers to support staff as well.

Staff has hosted a few groups and events in the science center and it has helped us see what exhibits need reevaluated. For example, some exhibits needed new electrical outlets installed because they were over powering the breaker.

Our goal is to have the science center open in January if hiring and exhibit maintenance goes well. We hope to open Wednesday-Saturday to start. This will allow staff to have a closed day to continue to improve the science center and reevaluate operational needs/fix any broken items.

RECOMMENDATION

No action is needed at this time.

Attachment(s):



STAFF REPORT

TO: Tourism Development Authority

VIA: Marion Holloway, Chairman

DATE: December 8, 2022

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Air Show Update

SUMMARY STATEMENT

The TDA will be presented a recap of the Warbirds Over Monroe Air Show.

REVIEW

The annual Warbirds Over Monroe Air Show took 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 were some issues with bad weather on the Friday before the event, necessitating flexibility in pilot arrival and vendor setup. However, the actual air show saw excellent weather, and the vendors reported very high numbers of sales.

We are continuing to reconcile all the financing, but by all accounts the show was a large success. There were many positive comments regarding the show on social media and in person.

Overall the event was a great success, continuing to show Monroe's dedication to aviation and paying tribute to the areas military veterans. Several City departments were instrumental in the overall success of the event.

RECOMMENDATION

No action is needed at this time.

Attachment(s):