



**MONROE TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

City Hall Conference Room
300 W. Crowell Street
Monroe, NC 28112
Thursday, September 10, 2020 - 8:30 AM

AGENDA

1. Approval of Minutes of Monroe Tourism Development Authority Meeting of July 9, 2020
2. Finance/Occupancy Report
3. Science Center Update and Design Consultant Contract Extension/Budget Amendment
4. Dowd Center Theatre Update
5. Air Show Update
6. Other

MONROE TOURISM DEVELOPMENT AUTHORITY

REGULAR MEETING

CONFERENCE ROOM

300 W. CROWELL STREET, MONROE, NC 28112

JULY 9, 2020 – 8:30 A.M.

MINUTES

Present: Vice Chair Sheila Crunkleton, Brandon Derrick, Pat Kahle, Ron Brown, Lorayn DeLuca

Absent: Chairman Bobby Kilgore, Chris Redfern, Dan Shive

Staff Present: Communications and Tourism Officer Pete Hovanec, Accounting Manager Ashley Ivey

Staff Present via Zoom: City Manager Larry Faison, Assistant City Manager/Director of Downtown Brian Borne, Communications and Tourism Assistant Alison Nichols, Assistant City Attorney Ashley Duncan Britt

Staff Absent: Finance Director Lisa Strickland

Visitors: Gene Stowe

Vice Chair Crunkleton called the Monroe Tourism Development Authority Regular Meeting of July 9, 2020 to order at 8:30 a.m.

Item No. 1 Approval of Minutes of Monroe Tourism Development Authority Meetings of February 13, 2020, April 9, 2020, and May 14, 2020 Ms. Kahle made a motion to approve the Minutes of the Monroe Tourism Development Authority Regular Meetings of February 13, 2020, April 9, 2020, and May 14, 2020. Ms. DeLuca seconded the motion, which passed unanimously with the following votes:

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

NAYS: None

Item No. 2 Finance/Occupancy Report Ms. Ivey stated that occupancy tax collections are down because of the effect COVID 19 has had on travel and hotel stays. The unreserved cash balance of the capital project fund is \$434,798; this money is not designated for exhibits and is available for projects.

Mr. Hovanec added that COVID 19 has really hurt the hotels. Last year was the highest year ever in May. Hopefully there will be continued growth from this point; staff is cautiously optimistic.

Item No. 3 Science Center Update and Project Fund for Exhibits Mr. Hovanec said that the outside of the science center is almost done; the parking spaces have been striped, and the fence is up. This should spark interest in the community. As of August 1, construction is a year behind; upon completion of construction, it will take another 6 months before the science center is ready to open.

Mr. Hovanec stated that staff's goal is to have 48 exhibits in the science center. Initially the consultants estimated \$3.2 million for exhibits, but staff refused and looked for other ways to piece the exhibits together. Staff is hopeful the exhibits can be done for about \$600,000. Last year the board authorized \$180,000 for exhibits. Staff is asking now for the board to allocate \$100,000 from the capital fund to go toward exhibits and also to use donated money from the Get Centered fundraising campaign for exhibits.

Mr. Hovanec showed visuals of the exhibits on the screen.

Vice Chair Crunkleton asked what ages the exhibits are geared toward.

Mr. Hovanec answered that they are appropriate for ages 5 through middle school/early high school.

Vice Chair Crunkleton asked about the anticipated noise level of the exhibits and how they would affect children with sensory issues.

Mr. Hovanec responded that most of the noise from exhibits should be self-contained; however, there is a room at the science center that could be designated as a sensory room for children with sensory issues.

Mr. Hovanec explained that currently staff has secured 28 or 29 exhibits, and the goal is to get to at least 40.

Ms. Kahle asked when the science center is expected to open.

Mr. Hovanec answered that it should open in early 2021. If construction is completed in early September, the science center would open six months later. Staff will be posting for the head position soon.

Mr. Hovanec asked the board to approve the budget ordinance allocation of \$100,000 from the capital fund balance to the project fund and \$65,000 in miscellaneous donations for securing exhibits for the science center.

Ms. Kahle made a motion to approve the budget ordinance allocation. Mr. Derrick seconded the motion, which passed unanimously with the following votes:

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

NAYS: None

Item No. 4 Dowd Center Theatre Update Mr. Hovanec said that the theater still cannot operate due to COVID 19. In the meantime, staff is putting on finishing touches and is still dealing with a little water intrusion. Everything scheduled for July is cancelled; there are a few private bookings still scheduled for August, but it is doubtful they will be allowed to go on. The Spinners are still scheduled for the theater opening on September 18, but that honestly might not happen. When the theater does open, it will open slowly with movies and small jazz/cocktail events. Staff is working hard and has procured many of the supplies needed for opening.

Vice Chair Crunkleton asked what the final fire code occupancy number is.

Mr. Hovanec answered that that is unknown because the theater still doesn't have the permanent certificate of occupancy. There are 561 seats, but lobby and event space numbers are still not officially determined.

Mr. Hovanec said the paver engraving at the theater and the science center has begun and looks great. About 28 pavers are complete, and there will probably be about 20 more.

Mr. Hovanec showed the group sample donor recognition signs on the screen.

Mr. Derrick asked if there is a specific catering company the theater will employ.

Mr. Hovanec responded that there will be a checklist for catering companies to ensure they meet City standards and to protect the City from liability.

Item No. 5 Air Show Update Mr. Hovanec said staff is moving forward with plans for the air show because it is easier to plan now and pull back if necessary than to try to pull it all together at the last minutes. Mr. Hovanec showed this year's air show poster on the screen and said that the painting will be delivered on Friday. If the air show is allowed to happen, there will likely be a huge turnout as there hasn't been an air show all year due to COVID 19. If there are restrictions or if it becomes apparent that having the air show would not be showing good judgment, the show can be cancelled with minor loss.

Item No. 6 Inherit the Land Presentation Mr. Hovanec prefaced the presentation by asking Ms. DeLuca if she stood to receive any financial benefit if a sponsorship were approved.

Ms. DeLuca responded that she would not receive any actual money from the sponsorship itself but is uncertain if she would receive money from proceeds of the movie down the road. Given that uncertainty, Ms. DeLuca recused herself from the vote.

Mr. Hovanec consulted with Ms. Britt regarding the proceedings. It was clarified that Ms. DeLuca could participate in the presentation but not in the actual deliberations or vote.

Mr. Hovanec explained to the board that there is a request for TDA sponsorship for the film "Inherit the Land."

Ms. DeLuca introduced Gene Stowe, author of the book *Inherit the Land*.

Mr. Stowe gave a recap of Inherit the Land, a story about a 19th century Union County white family who adopted a black child and ultimately left a large portion of land to the black members of the family in their will. The will was contested but ultimately held up in court, and the black family members kept the land they inherited. Mr. Stowe played a trailer from YouTube on the screen for the board members.

Mr. Stowe explained that he has a budget of \$300,000 to make the book into a movie. He has been talking to investors in the film industry, but no one is willing to invest until at least September due to COVID 19. The filming that remains has some crowd scenes that cannot be done yet because of the pandemic, but other scenes with fewer people can be done. It took 13 years to get the book published and is an important positive story of Union County. Mr. Stowe stated that it has been difficult to convince Union County as a whole that this story needs to be told.

Ms. Kahle asked Mr. Stowe how much he has raised so far.

Mr. Stowe answered that he has \$50,000 and has put \$25,000 of his own money into the project and that \$300,000 is the maximum amount.

Ms. Kahle asked him to clarify whether the budget was \$300,000 in total or \$350,000 in total.

Mr. Stowe responded that the whole total would be \$350,000.

Ms. Kahle asked if he was then in need of \$300,000.

Mr. Hovanec interrupted to state that the request before the board today is for \$5,000 in sponsorship and that filming would be done in Monroe.

Mr. Stowe added that he is planning to premier the movie at the Dowd Center Theatre. Contacts in Nashville think this movie could be a multi-million-dollar project. A lot of money would be spent here in Monroe since almost all of the filming will be done in and around the old courthouse.

Mr. Hovanec reminded the board that the special events section of the budget has extra money available, and a budget amendment would not be necessary for this sponsorship.

Vice Chair Crunkleton asked Mr. Stowe if the Monroe logo would be featured in the film.

Mr. Stowe answered that it would.

Mr. Derrick made a motion to sponsor the film "Inherit the Land" for \$5,000. Ms. DeLuca recused herself from the vote. Ms. Kahle seconded the motion, which passed unanimously with the following votes:

AYES: Crunkleton, Brown, Kahle, and Derrick

NAYS: None

Item No. 7 Other No other items were discussed.

The meeting adjourned at 9:16 a.m.

ATTEST:

Bobby Kilgore, Chairman

Alison H. Nichols

MTDA/7-9-20

**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	29,919.70	30,116.04	36,977.80	48,845.23	56,430.47	53,328.43	53,326.15	56,119.30	-	
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	-	
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	-	
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	-	
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	-	
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	-	
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	-	
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	-	
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	-	
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	-	
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	-	
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	\$36,361.82	
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	\$1,090.85	\$384,415.48
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	\$23,513.98	\$3,327,414.37
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	\$11,756.99	\$3,326,622.14
	\$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	\$36,361.82	\$7,038,451.98

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	270,235	166,702	162,474	958,045

Preliminary Fund Balance as of June 30, 2020 \$958,045

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

Capital Fund Activity:

Revenue	\$3,326,622.14
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	114,502.13
Donations/Sponsorships	357,823.25
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	3,704,562
Architectural/Engineering Services/Exhibits Consulting - Science Center	652,067
Fund Raising Services - Science Center	100,439
Capitalized Equipment/Exhibits - Science Center	99,456
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	327,640

**Cash Balance of the Capital Project Fund
as of August 28, 2020**\$1,101,966.93**Portion of Cash Balance Currently Committed in Projects:**

Projects:	
Branding Initiative	\$ -
Monroe Science Center Building	171,144.17
Center Theatre Expansion	-
Science Center Exhibits	526,375.03
	<u>\$ 697,519.20</u>

Unreserved Cash Balance of the Capital Project Fund	<u>\$404,447.73</u>	(\$0.00)
--	---------------------	-----------------

The Tinker Belle Operating Activity FY 2021

	<u>Budget</u>	<u>FYTD Actual</u>
Revenue:		
Show Appearance Fees	20,000	\$ -
Walk-Through/Merchandise Sales	10,000	-
Total	<u>30,000</u>	<u>-</u>
Expenses:		
Repair & Maintenance - Equipment	25,000	1,152
Travel	6,500	-
Fuel	20,000	1,230
Insurance	12,460	-
Contracted Services - Warriors & Warbirds	10,000	-
Merchandise for Resale	3,000	-
Marketing & Promotions	17,275	-
Printing	2,500	-
Total	<u>96,735</u>	<u>2,382</u>
Net Income (Loss)	<u>(66,735)</u>	<u>(2,382)</u>

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



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: Sept. 10, 2020

FROM: Peter Hovanec, Communications and Tourism Director

SUBJECT: Monroe Science Center Update and Design Consultant Contract Extension

SUMMARY STATEMENT

The Tourism Development Authority is requested to approve a budget amendment of \$48,000 for the consultation services of Verner Johnson for six months (October to March). Verner Johnson has worked with the Science Center since its inception and has worked closely in the overall design, layout and exhibit selection and procurement process.

REVIEW

With construction is nearing completion, staff is working to develop the exhibit areas as well as the overall layout and design of the purchased exhibits and design of peripheral materials (directional signage, vinyl graphic panels, donor signage, etc.). By approving Verner Johnson's consultation services, staff will be able to ensure a continuity of service that will carry the project to completion. This professional service is needed to assist staff in the overall layout of the facility and will ensure exhibit placement meets ADA standards while maintaining the aesthetic intent of the design elements.

Verner Johnson has worked closely with the City staff as well as the Science Center architect, Morris-Berg, since the project's inception. Verner Johnson has not only been instrumental in securing the exhibits but also in ensuring that the construction and fabrication of the exhibits meet the size and design standards of the facility.

RECOMMENDATION

Staff recommends approving the budget amendment from TDA Operational funds for \$48,000 to engage the services of Verner Johnson.

Attachment(s):

MONROE TOURISM DEVELOPMENT AUTHORITY
BUDGET AMENDMENT
BA-2020-02

Amendment is necessary to appropriate funds for Verner Johnson Consultation Contract.

Tourism Development Authority:

Revenues:

Appropriation of Fund Balance	\$48,000
-------------------------------	----------

Expenses:

Tourism Operating	\$48,000
-------------------	----------

Adopted this 10th day of September, 2020.

Bobby Kilgore, Chairman

ATTEST:

Alison Nichols, Clerk



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: September 10, 2020

FROM: Peter Hovanec, Communications and Tourism Officer

SUBJECT: Dowd Center Theatre Update

SUMMARY STATEMENT

The Center Theatre and the adjacent building have been purchased through hotel occupancy taxes, and the process of renovating the existing structure is moving forward. The feasibility and cost estimates were completed by Webb Management, and an RFQ contract was awarded to Clearscapes Architecture for the schematic design and construction documents. The theater is mostly completed, and we have a certificate of occupancy.

REVIEW

The theatre has held two successful preliminary events. Due to the pandemic, the gala event is currently postponed until the first of the year, and events are cancelled through the rest of the year. The first public event is yet to be determined. Everything is in a holding pattern awaiting governor's orders. Staff is working on internal programming.

RECOMMENDATION

No action is needed at this time.

Attachment(s):



STAFF REPORT

TO: Tourism Development Authority

VIA: Bobby G. Kilgore, Chairman

DATE: September 10, 2020

FROM: Peter Hovanec, Communications and Tourism Officer

SUBJECT: Air Show Update

SUMMARY STATEMENT

The annual Warbirds Over Monroe Air Show is scheduled to take place on November 7-8 at the Charlotte- Monroe Executive Airport. The event is highly sponsored by the Monroe Tourism Development Authority and serves as the largest event in Union County, drawing upwards of 50,000 people over the duration of the event.

REVIEW

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):