

January 31, 2017
JTDA Regular Meeting
5:30 pm

Members present: Anita, Gene, Pat and David

Staff: Glenda Gilliam, Lynn Trivette

Guest: Tammy Kincer; Civitas and Ron Niland; All American Associates

Minutes

Anita welcomed everyone and opened the meeting with a request to review and approve the minutes from November 22, 2016 meeting. Gene made the motion to approve the minutes and David seconded the motion with one change (White should be Wyatt) unanimous vote. No December meeting.

Audit Contract

Cannon and Company have proposed a contract to audit the JTDA 2016-2017 year in the amount of \$1550.00. The increase from last year is \$50.00. Part made the motion to approve the audit contract, seconded by Gene unanimous vote.

Financial Report

Lynn presented the financial report for November and December 2016. After reviewing, David made the motion to approve the financials, seconded by Gene unanimous vote.

Town Manager, Scott Buffkin resigned January 9, 2017. Pat made the motion to approve Lynn Trivette as the Interim Financial Advisor, seconded by Gene unanimous vote.

Flags For Any Trade Show

Tabled this discussion until next month's meeting.

Web Page Update

Tabled this discussion until next month's meetings.

Marketing Tourism

Tammy Kincer from Civitas updated the Board on several ideas for advertising. She brought examples of "On The Vine", Quarterly small papers; "Living 50", "Family Parenting", Residential and Business card directories, "Our Home Yadkin Valley" and an example 2017 calendar with photo shots around our area like the Greenway covered bridge.

She spoke about multi-media adding “digital” to the JTDA website. Examples were weather sponsor, sports sponsor, fan fever which all can be linked from the Civitas website to the JTDA website. The Board was interested and thankful for the ideas and will be in touch with Tammy at a later date.

Marketing Plans

Bob got the digital camera that the JTDA can use for our website pictures. Anita is going to call Keith Hall to get seasonal pictures of the Greenway.

Greenway

Ron Niland updated the Board on the Greenway grant progress:

- 150 acres; Yadkin river frontage
- Dr. Sloop Neighbors property
- Caudle property
- Spoke with Guy Brown about the other two bridges to be built from the grant
- Want to get Boonville and the County involved from 601 and up
- Mountain-to-Sea-Trail meeting at the Liberty, March 24-25 2017 please come
- Another \$100,000 grant applying for in April; opportunity for trail heads, bathroom facilities, mile markers, fishing pier, improvements for the playground, expanding parking, trail signs etc.

Welcome Center 10th Anniversary

2018 will be the 10th Anniversary of the Welcome Center. We have a year to plan an event which will help get the word out that Jonesville has a Welcome Center.

Another discussion:

Looking at getting a bigger Christmas tree next year.
Look at adding attractions on the Interstate sign.

Pat made the motion, seconded by Gene to adjourn the meeting, unanimous vote.

Next meeting is scheduled for February 28, 2017, at 5:30 pm.