

**BURGAW TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

DATE: August 3, 2023
TIME: 8:30 AM
PLACE: Burgaw Town Center, 108 E Wilmington Street
MEMBERS PRESENT: Eden Mills, Taylor Gadow, Jennifer Hansen, Mukesh Shah
TOWN STAFF PRESENT: Jayna Augst, Recreation Coordinator
Tiffany Byrd, Deputy Finance Officer
Kristin Wells, Town Clerk
Gilbert Combs, Planning Director
Olivia Dawson, Mayor
PUBLIC PRESENT: None

Call to Order

Ms. Mills called the meeting to order at 8:32 am.

Approval of Minutes

Ms. Hansen made a motion to approve the minutes from the July 6, 2023 regular meeting. Ms. Gadow seconded the motion. Motion carried.

Special Presentation—Gilbert Combs, Planning Director

Mr. Combs

Old Business

Ms. Wells updated the board on their ability to add another occupancy tax collecting member to the board. Ms. Hansen made a motion to move Ms. McDuffie to the additional tax collector position and advertise for the open citizen position. Mr. Shah seconded the motion. Motion carried. The TDA will now be comprised of 6 total member—2 tax collectors and 4 citizens who are involved in tourism.

Ms. Augst updated the board on their request for a balloon artist at Autumn Fest. Ms. Hansen made a motion to get a balloon twister for \$520 from Phillips from 11:00 am to 3:00 pm at Autumn Fest. Ms. Gadow seconded the motion. motion carried.

Ms. Augst informed the board that their QR code has had about 25 clicks since May 2022. They would like to make the QR code more available by adding it to relevant posters.

Ms. Augst reminded the board of their upcoming market on August 11 at the train depot, 5:00-9:00 pm. Ms. Hansen and Ms. Mills will be available between 3:00 and 5:00 to help with setup.

New Business

Ms. Augst will return with pricing for billboards at the primary Burgaw entrances.

Ms. Augst presented pricing for the Carolina Traveler magazine. Ms. Hansen made a motion to purchase one ad in the Carolina Traveler holiday issue for the Blueberry Drop at the price of \$925. Ms. Gadow seconded the motion. Motion carried.

Ms. Augst presented pricing for mobile billboards. Ms. Hansen made a motion to purchase 3 rolling signs—2 for the ballpark, 1 for the library—and spend \$600 if the county allows these posters to be placed on their property. Mr. Shah seconded the motion. Motion carried.

Other Items If Necessary

Ms. Augst presented a request from a band for the TDA to fund their music video. The board agreed not to fund the video, but offered to share the video when it is released.

Ms. Augst presented pricing for the Pender County Tourism 2024 Visitor Guide. Mr. Shah made a motion to spend \$1200 on a premium full-page ad in the Visitor Guide. Ms. Hansen seconded the motion. Motion carried.

Ms. Wells updated the board on the cost of American flags for the light poles in town that the beautification has been funding. Mr. Shah made a motion to donate \$500 to the beautification committee for purchasing American flags. Ms. Gadow seconded the motion. Motion carried.

At the next meeting the board would like to discuss Facebook ads for Autumn Fest.

Ms. Augst will bring back quotes on magnets, rack cards, and postcards. She will also look into maps for the downtown area.

Adjournment

Ms. Hansen made a motion to adjourn. Ms. Gadow seconded the motion. Motion carried.

Meeting adjourned 10:42 am.

Attest: _____
Jayna Augst, Recreation Coordinator

Myra McDuffie, Chairperson