

**BURGAW TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

DATE: November 7, 2023 (Reschedule)
TIME: 8:30 AM
PLACE: Burgaw Town Center, 108 E Wilmington Street
MEMBERS PRESENT: Eden Mills, Myra McDuffie, Jennifer Hansen
MEMBERS ABSENT: None
TOWN STAFF PRESENT: Jayna Augst, Recreation Coordinator
Tiffany Byrd, Deputy Finance Officer
Olivia Dawson, Mayor
PUBLIC PRESENT: Angela Bartlett

Call to Order

Ms. McDuffie called the meeting to order at 8:36 am.

Approval of Minutes

Ms. Hansen made a motion to approve the minutes from the October 5, 2023 regular meeting. Ms. Hansen seconded the motion. Motion carried.

Old Business

Ms. Augst told the board that the rack cards they ordered from AlphaGraphics are being worked on.

The board discussed the presentation from Cumulus Meeting Group at the last meeting. Ms. Augst will ask the company if they can choose to market for only a couple of weeks out of the year.

The board discussed their upcoming market on November 17th.

The board discussed putting luminaries downtown. They agreed meet at 3:00 on November 25th and December 8th to put luminaries downtown for events on those dates. Ms. Hansen made a motion to purchase 500 white paper bags for luminaries. Ms. Mills seconded the motion. Motion carried.

Ms. Augst asked the board if they would like to move forward with leasing a billboard. The general consensus was not to pursue billboard advertising.

New Business

Ms. Augst asked if the board would like to host Elf on the Shelf with Burgaw businesses again this year.

Ms. Dawn Nicole Johnson entered the meeting. The chamber will be using the TDA's snow machine for the parade this year and will mount it on top of a downtown building, if property owners allow.

Ms. Hansen made a motion to purchase mini candy canes for \$100 for Jayna the Elf to give out at the upcoming market and Christmas events. Ms. Mills seconded the motion. Motion carried.

Other Items If Necessary

Ms. Johnson presented the idea of a depot trail of train depots across the state.

Adjournment

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

Meeting adjourned 10:09 am.

Attest:

Jayna Augst, Recreation Coordinator

Myra McDuffie, Chairperson