

**BURGAW TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

DATE: January 4, 2024
TIME: 8:30 AM
PLACE: Burgaw Town Center, 108 E Wilmington Street
MEMBERS PRESENT: Jennifer Hansen, Nidhi Shah, Angela Bartlett
MEMBERS ABSENT: Myra McDuffie
TOWN STAFF PRESENT: Jayna Augst, Recreation Coordinator
Tiffany Byrd, Deputy Finance Officer
Olivia Dawson, Mayor
Cody Suggs, Parks and Recreation Director
PUBLIC PRESENT: None

Call to Order

Ms. Hansen called the meeting to order at 8:31 am.

Approval of Minutes

Ms. Bartlett made a motion to approve the minutes from the December 7, 2023 regular meeting. Ms. Shah seconded the motion. Motion carried.

Old Business

Ms. Augst presented the business directory rack cards that the TDA had ordered from Alpha Graphics in Wilmington.

Ms. Eden Mills resigned from the board prior to this meeting. The board discussed their two vacancies. Ms. Augst will check the TDA's by-laws about if business owners in town limits can apply to the board, even if they do not live in town.

The TDA would like to provide an update to the Board of Commissioners in March.

Ms. Augst explained to the board that Cumulus Media Group has clarified that there is no annual commitment if advertising with them. Ms. Shah made a motion to purchase \$1005 worth of 15-second radio ads with Cumulus Media Group for 2 ads a day spread out between April and June on WGNI. Ms. Bartlett seconded the motion. Motion carried.

Ms. Dawson updated the board on the Pender County Tourism Visitor Guide. It should be in-hand by the end of the month. Ms. Dawson also explained that the next Cruise-In hosted by the Downtown Burgaw Association will be on January 12.

Ms. Augst reminded the TDA that they have a market scheduled for January 26th from 4:00 to 8:00 pm. Ms. Hansen will be able to attend and help.

New Business

Ms. Augst asked the board if they would like to sponsor the Burgaw Dixie Youth in the upcoming baseball and softball seasons. The board had previously expressed interest but sponsorships were not available at the time. Ms. Shah made a motion to sponsor a baseball team and a softball team as Grandslam packages. Ms. Bartlett seconded the motion. Motion carried.

Other Items If Necessary

Mr. Suggs explained that the Parks Foundation of Burgaw plans to host a golf tournament this spring and asked if the TDA would be interested in volunteering at the event. The board agreed that they are interested in assisting in some way. Mr. Suggs asked the board if they would like to contribute toward the purchase of a few inflatable lights for events. Ms. Shah made a motion to contribute \$500 to the purchase of inflatable lights for evening events. Ms. Bartlett seconded the motion. Motion carried.

Ms. Hansen asked Ms. Augst to get quotes on banners to be put at the entrances to town for Blueberry Week.

Ms. Dawson requested donation items for the North Carolina Association of Festivals and Events Conference. The board agreed to donate a t-shirt and other giveaway items.

Adjournment

Ms. Shah made a motion to adjourn. Ms. Bartlett seconded the motion. Motion carried.

Meeting adjourned 10:08 am.

Attest: _____
Jayna Augst, Recreation Coordinator

Myra McDuffie, Chairperson