

**BURGAW TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING**

DATE: February 1, 2024
TIME: 8:30 AM
PLACE: Burgaw Town Center, 108 E Wilmington Street
MEMBERS PRESENT: Myra McDuffie, Jennifer Hansen, Nidhi Shah, Angela Bartlett
MEMBERS ABSENT: None
TOWN STAFF PRESENT: Jayna Augst, Recreation Coordinator
Tiffany Byrd, Deputy Finance Officer
Olivia Dawson, Mayor
PUBLIC PRESENT: Dawn Nicole Johnson, Chamber of Commerce Director

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 January 4, 2024 regular meeting and November 7, 2024 regular rescheduled meeting. Ms. Bartlett seconded the motion. Motion carried.

Old Business

Ms. Augst showed the board the completed Pender County Tourism Visitor Guide, the Lion's Club Calendar, and the schedule for radio ads with Cumulus Media Group.

Ms. Augst presented design ideas for the requested 4x10' banners to put at the entrances to town. She will check to see if the board is allowed to place a banner on Highway 53 where I-40 meets it.

Ms. Bartlett made a motion to purchase 4 4x10' "Welcome to Burgaw" banners for \$438.73. Ms. Hansen seconded the motion. Motion carried.

Ms. Augst presented examples and quotes from 4Imprint of options for giveaways. The board requested final quotes from ThreadFX on blue totes with white writing, chip clips, and fans.

Ms. McDuffie signed the Burgaw Dixie Youth Sponsorship that was previously approved by the board.

New Business

The board discussed the markets for the rest of the year. Ms. Augst emphasized that the TDA members being present at these markets is important since they are collecting the registration funds. Ms. Augst also informed the board that she will not be at the April market, and they will need to be there.

Other Items If Necessary

Ms. Augst will deliver rack cards to Larry Owens to put in Stover's and the Pender House.

Ms. Johnson gave an update on the chamber of commerce.

Ms. Dawson told the board that Pender County Tourism is interested in contributing to the wayfinding signs project. Ms. Augst will get an update on this project before the next meeting. Ms. Dawson also explained that tourism week is May 19-25.

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