

**Kings Mountain Tourism Development Authority**  
**May 23, 2023**

The Kings Mountain Tourism Development Authority met on Tuesday, May 23, 2023 at 3:00 pm in the City Council Chambers. Meeting was called to order at 3:00 pm by Brenda Lovelace with a quorum present. Brenda welcomed and thanked everyone for being present at the meeting.

Attendance: Brenda Lovelace, Chris Johnson, Councilmember Jay Rhodes (Alternate), Kemp Mauney (Alternate) and Vicki Thompson (Alternate). Chuck Kilroy participated via cell phone. Absent were Mike Butler, Sharon Horne, Tracey Gaughan, Al Patel (Quality Inn), and Leanne Halk (Holiday Inn Express).

Also present were Ellis Noell, TDA Director, Jana Williams, Assistant Finance Director and Susan Mosk, Marketing, Tourism & Events Manager for the City of KM. Cynthia Cash, Deputy City Clerk was absent.

Agenda was approved by motion by Chris Johnson and seconded by Kemp Mauney. Vote was unanimous.

Minutes of April 18, 2023 meeting were approved by motion by Chris Johnson and seconded by Kemp Mauney. Vote was unanimous.

Karen Tucker, City Clerk, went over the term limits for the TDA members. According to the Nominating Committee, board members are allowed to serve (2) 3-year terms. They go off the board for a year and then, they can be reappointed to serve another (2) 3-year term. Ellis asked the board members whose term is ending on 6/30/2023 if they were interested in serving again and they said they were. He will talk with Mayor Neisler to see what his thoughts are on renewing everyone's appointment on the Board. He will let everyone know at the next meeting.

Financial Report was given by Jana Williams, Assistant Finance Director. She gave out copies of the Financial Report. She advised that \$211,495 has been paid for grant awards. There is \$5,500 outstanding for the January 2023 awards. Two of those that are outstanding Ellis has submitted to Accounts Payable. Currently there is \$35,000 available, plus the next two months of occupancy tax to award the next round of grants.

There was discussion about the revised Ordinance for the FY 2023-2024 budget for the Kings Mountain TDA. The dues/advertising was increased and the grants & contributions was decreased. Question was asked in regards to advertising monies for the TDA, are we duplicating what Special Events advertises. Ellis advised that the City only advertises for the Special Events (\$10,000 annually) and the TDA advertises/promotes for events for the whole City of KM. Motion to approve the ordinance for the FY 2023-2024 budget was made by Kemp Mauney and seconded by Jay Rhodes. Vote was unanimous.

**Old Business:**

- Discussion/Action – Board approved the proposed Ordinance for the FY 2023-2024 Budget for the Kings Mountain TDA

- Discussion Accountability on Grant Designation – Ellis had heard at the last concert about discrepancy between funding that was allowed for food services for the band, volunteers, VIP's, Council, etc. that the budget for these monies was cut back and he wanted to see if that was the issue and how it could be resolved. Chris Johnson said we asked for \$5,000 to feed for four events, for concerts only. Nothing was committed for the events. When we had the grant approval for December 2022, which was actually done in January 2023, none of the Special Events grants were approved. Only grants applied for outside of the city events were approved because we didn't have money to fund them. We actually overspent when we did the June 2022 grant awards because we granted \$107,300 at the July 2022 meeting. That is the reason we only approved those grants applied for outside of the city events.
- Discussion about the grant applications. The January-June grant application is due in late November and is granted in December. The July-December application is due in early June and is granted in June. Special Events will come with their 2023-2024 request at the June meeting. They will do one application for July-December and then one application for January-June.

### **New Business:**

- Update – Authority Members and Term Limits. Karen Tucker, City Clerk, went over the term limits for the TDA members at the beginning of the meeting.

### **Directors Report:**

Ellis talked about some of the events that have been going on. They are listed below:

- May 5 – Foothills GLOCK Challenger Dinner – Ellis took a basket of promotional materials (Joy Theatre, KMLT, Arts Center, Gateway Trail) and put them in a package as a door prize. He and Mayor Neisler attended the meeting.
- May 6 – Concert/Cruise-In – Prince Tribute Band. Great crowd.
- May 10 – Greater Charlotte Hospitality & Tourism Alliance Meeting – Ellis, Chuck Kilroy and Mayor Neisler attended this meeting. Met with several people. He gave the numbers on the economic impact of tourism in Charlotte. Charlotte is the number one destination in NC for travel and tourism.
- May 12 – National Tourism Day – Susan, Ellis, Gabriel, and Jim Champion attended this event.
- May 13 – Smooth Jazz Festival – Ticketed event. Ellis and Mayor Neisler talked with them because they want to do something in the future at Patriots Park.
- May 20 – Moss Lake Paddle Race – Ellis said this has the potential to be a great event. A non-profit group handles the event with the river keeper.
- May 20 – WWII Living History Day – This was a reenactment group that was at the KM Historical Museum.
- May 25 – Greg Tillman's C-19 Retirement Reception – He is retiring and has done a lot for Kings Mountain at Channel 19.
- May 29 – Memorial Day Event
- June 3 – National Trails Day – This event is at the Gateway Trail.
- June 3 – Farmer's Market – This will be starting up that day at the Wells Fargo parking lot. Phil and Sandy Dee are heading this up, along with the Davidson Foundation.
- June 3 – Lynyrd Skynyrd Concert at Patriots Park

- June 15 – Motor Trend/HOT ROD Power Tour 2023 – Waiting to hear back from them
- ALWS Update – There has been a lot of discussion about whether to support the ALWS in Shelby. They keep their teams in Shelby. They have asked for a grant application. Ellis passed around a brochure that has Kings Mountain as a sponsorship. They also listed KM Travel & Tourism. All the restaurants listed are in Shelby. They also listed Gateway Trail and the National Military Park.

Susan said that she did some research on geofencing. Not sure if the board is familiar with this. She did an introductory workshop with them. Would be a great tool for the TDA board to work with. She said it would make sense for the TDA to partner with the City to get this valuable tool. It lets you know who is coming through KM and what they are spending their money on. Lets you know what zip codes we are serving for the concerts, events, etc. It tracks where they went before they came to our event and where they went after they left. It is approximately \$15,000 a year. There are different levels that you can purchase. Vicki said that Liberty Mountain uses something like this. She will get more information about what they have and what they pay and bring it back to the meeting next month. It can pull a lot of valuable information. For example, Susan was able to pull information that showed 50% of those that attended the last concert were from Kings Mountain, area code 28086 and a big percentage were from Grover. Susan will do a presentation on this next month. She also gave information about the July 4<sup>th</sup> event, which will be held on July 3<sup>rd</sup>. There will be Uncle Sam, inflatables, food vendors, band, DJ and fireworks.

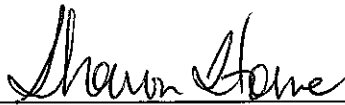
There was also further discussion about the local hotels. Vicki asked if our hotels were notified about the meetings and had been invited back to attend and Ellis told her that he contacts them and goes by their locations. We have even taken our meetings to their locations but they only stay in the meeting for a few minutes and have to get back to work. They are on the email list each month when Cynthia sends out the agenda/minutes.

Ellis said that he is going to suggest to Mayor Neisler that Susan become Ex-officio on the TDA Board since she will be asking for money (even though Angela in MTE will be the one requesting monies). Ellis said it will be nice to get a presentation from her to find out what is going on with the City Events.

No further business. Next meeting is scheduled for Tuesday, June 20, 2023 at 3:00 pm in Council Chambers. Motion was made to adjourn the meeting at 4:00 pm by Jay Rhodes and seconded by Chris Johnson. Vote was unanimous.

Respectfully Submitted,

Cynthia Cash  
Deputy City Clerk

  
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Sharon Horne, Secretary