Lincolnton Tourism Development Authority
December 2, 2025 Meeting Minutes

The Lincolnton Tourism Development Authority met in regular session on Tuesday, December 2, 2025 at 4:00 p.m. in the Council Chambers of City Hall located at 114 West Sycamore Street, Lincolnton, NC.

Chairman Randall Williams called the meeting to order at 4:10 pm. The following members were in attendance:

Wayne Brooks Taylor Eaddy Randall Williams Tom Flohr Courtney Browning

Chairman Williams asked for a motion to approve the agenda. **Motion to approve the agenda was made by Taylor Eaddy, seconded by Wayne Brooks, and passed unanimously. Members voted 5-0 in favor of the motion.**

Chairman Williams asked for a motion to approve the minutes from the September 2nd regular meeting, which were included in the agenda packet. **Board member Tom Flohr made a motion to approve the previous meeting minutes. Seconded by Wayne Brooks. Motion was unanimously approved.**

Financial Report

Pamela McBryde, Treasurer, presented the financial report for fiscal year 2025-2026 period ending 11/30/2025. She gave members copies of both the monthly report account summary and the detail report account detail with a date range of 07/01/2025 – 11/21/2025. She also provided a list of funding requests they previously approved for their reference. .

Downtown Development Association

Ms. Betty Flohr addressed the board and presented two funding request for their consideration. The first request was in the amount of $5,500.00 to pay for advertising to promote Santa's Village and the carriage rides in downtown over the Christmas holidays. She informed that their marketing plan includes utilizing three billboards, boosted Facebook advertisements, and two full-page ads in the Denver Citizen. She stated that this is an effort to expand the reach and attract additional families to Lincolnton's holiday events. She provided a picture of each location, which noted their advertising strengths.

Ms. Flohr spoke to the tremendous turnout for Santa's Village and carriage rides last year. She said that they are hoping to increase foot traffic as some families come early to shop downtown before visiting Santa's House. Ms. Flohr reminded members that everything offered in the park is completely free for families and that people were grateful to have this kind of festive experience right in their own hometown. She also stated that law enforcement would be present to handle any issue that may come up.

Motion to approve the funding request for $5,500.00 was made by Taylor Eaddy, seconded by Courtney Browning. Members voted 5-0, unanimously in favor of the motion.

Ms. Flohr presented a second request for $55,482.96. These will be used to cover the cost for additional lights along the rail trail. She explained that the train ride would be reversing its

direction this year, running from Sycamore Street to South Academy, circling the "North Pole" before returning to Santa's Village at First Federal Park. In light of the change, they wanted to add lighting along the route since there is currently no festive lighting along the route. She informed members that another Santa's Workshop has been added to the village this year. Acknowledging that the cost to adding the decorative lighting is significant, Ms. Flohr advised that the requested elements have an estimated life expectancy of approximately 20 years. When broken down, this averages to about $2,800 per year.

Discussion was generated about the event and how it benefits local families, as well as those that come into town to take part in the holiday activities.

With no further discussion, Board Member Tom Flohr made a motion to approve the request. Seconded by Wayne Brooks. Members voted 5-0 in favor of the motion.

Old Business

Chairman Randall Williams opened the floor for old business items. Much discussion generated around the topic of the contract with HypeMIll and whether to continue it. Members talked about both the positives and negatives they have seen so far, and questioned whether all of the services listed in the contract are being provided. Treasurer Pamela McBryde offered to reach out and inquire about the possibility of receiving updates/reports, which will show if what's being done is making an impact. In response to a question from board members, Betty Flohr, (DDA Director) stated that she knows that they are still working with the downtown merchants, but she was not sure of the progress.

City Manager Ritchie Haynes was in attendance and answered questions related to the possibility of the Authority helping to fund a position that would be responsible for managing the day to day administration for the Board on a part-time basis, and being a point of contact. Questions regarding the Website and the App were mentioned as well.

There was a consensus to wait until more information is received before renewing the contract or moving in a different direction.

New Business

There was no new business presented to members for consideration/discussion.

Adjournment

Motion to adjourn was made by Taylor Eaddy, seconded by Tom Flohr. Motion was unanimously approved.

Meeting was adjourned at 5:07 p.m.

Daphne Ingram, Secretary

Randall Williams, Chair