Lincolnton Tourism Development Authority
Regular Quarterly Meeting – June 3, 2025

The Lincolnton Tourism Development Authority held their regular quarterly meeting on Tuesday, June 3, 2025, in the Council Chambers of City Hall, located at 114 West Sycamore Street, Lincolnton, NC.

The following were in attendance:

Board Members	City Staff
Wayne Brooks	Pamela McBryde
Taylor Eaddy	Daphne Ingram
Randall Williams	Ritchie Haynes
Tom Flohr	
Courtney Browning	

Chair Randall Williams called the June 3rd meeting of the Lincolnton Tourism Development Authority to order.

Taylor Eaddy made a motion to approve the amended meeting agenda, deleting the Lincoln Theater Guild. Seconded by Wayne Brooks. Members voted unanimously in favor of the motion.

Taylor Eaddy made a motion to approve the March 4th meeting minutes. Wayne Brooks seconded the motion. Members voted unanimously in favor of the motion.

Courtney Browning made a motion to approve the May 6th Budget Work Session minutes. Tom Flohr seconded the motion. Members voted unanimously in favor of the motion.

FINANCIAL REPORT

Treasurer Pamela McBryde presented the financial report to members. Ms. McBryde gave a brief overview and offered to answer any questions regarding the information submitted. Ms. McBryde did speak to the funds approved to purchase the trailers. She called on authority member Tom Flohr to explain where things stand as it relates to customs and the additional funds what will be needed to cover the cost. **Wayne Brooks made a motion to increase the project line item for this project. Seconded by Tom Flohr. Members voted unanimously in favor of the motion.**

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Treasurer Pamela McBryde submitted and reviewed the proposed Budget Ordinance for Fiscal Year 2025-2026. She confirmed members were pleased with the amounts funded and distributed to each line and requested board approval.

Wayne Brooks made a motion to approve the proposed Budget Ordinance for Fiscal year 2025-2026. Seconded by Tom Flohr. Members voted unanimously in favor of the motion.

HYPEMILL STATUS UPDATE

Ms. Morgen Charette with Hypemill provided an update on the status of the marketing project. Ms. Charette gave members a brief overview of the website. She spoke to the different items that will be displayed, the different functions that can be used and explained how the events calendar will work. Ms. Charette stated that business owners will need to be set up as vendors to access the events calendar, after which they will have the capability to add/update events. She informed that the site has been completed, and the current vendor list has been uploaded. She reminded that new businesses/groups wishing to become vendors will need to be approved. Some discussion was generated from a number of questions asked from members. Ms. Charette stated that the site can be launched once the domain is set up. She provided members with a link to the website and encouraged them send her any questions and/or comments they have. She also confirmed that there are plans to meet with each vendor to assist with getting acclimated with the site. In response to a question from Wayne Brooks, Gabrielle with Hypemill, who joined the meeting via conference call, informed members that an APP is still in the development. She gave an overview of the features and functionality within the APP. More discussion was generated regarding getting the word out to stakeholders. In conclusion, Ms. Charette encouraged members to contact her with any questions, and offer to assist in any way that she can.

FUNDING REQUEST

- **Historic Preservation commission**

Mr. Josh Grant, staff liaison for the Historic Preservation Commission, was in attendance to speak to the funding request that was tabled by authority members at the April budget meeting. Mr. Grant presented a detailed slideshow to authority

members that included the elements of the project conducive to tourism. He also provided a spreadsheet showing the items for which funding is being requested as follows:

1. Ball Lights (suspended from trees)	$ 4,718
2. String Light (overtop Northside Dining Area)	$ 4,757
3. Tables & Chairs	$73,911
4. Trash Receptacles *	$ 4,000
5. Bike Racks	$ 9,179
TOTAL	$96,565

Mr. Grant spoke about the status of the project and explained the thought process of the project team moving forward. He admitted the many "unknowns" regarding the future of the property in terms of ownership and how it will be reused, stressing, however, the importance of this project to downtown Lincolnton. There was much discussion among members regarding the request, the timeline of the project and the best way to support the project, with Mr. Grant answering numerous questions from authority members regarding the various items listed. He provided what information that he could and offered to provide additional information on other options that can be considered. Mr. Grant explained that the timeline item is being able to allocate the dollars saved to other items in the scope of the project. Treasurer Pamela McBryde confirmed funds would come from the capital line item.

Wayne Brooks made a motion to the request, minus the bike racks. There was not second so no action was taken. There was more discussion

Tom Flohr made a motion to approve the request, less the bike rack with the tables and chairs up to $50,000.00. Seconded by Wayne Brooks*. (Chair Randall Williams clarified that the motion includes the ball lights, trash receptables, string lights, and not to exceed $50,000.00 for table and chairs. No bike racks)* Members voted unanimously in favor of the motion.

- **Young Adults Steering Committee**

Mr. Trent Mason spoke to authority members regarding a previous request for funding from the Young Adults Steering Committee for the Apple Drop Event, which was also tabled at the April budget meeting.

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Using a slide presentation, Mr. Mason provided pictures of past events to provide an understanding of what the event is and the growth that has taken place over the years. Mr. Mason asked members to focus on the purpose of the event and the way that it promotes Lincolnton. He provided information gathered using Placer AI which he used to report the success of the event. Mr. Mason spoke to other marketing platforms they use to advertise and get the word out. In response to a question regarding any city funding, Mr. Mason stated that he verified with the City Manager that there is no line item in the City's budget to fund this event and that they will not be getting any funding from the City. He also stated that he does not plan to solicit any corporate sponsorships.

Tom Flohr made a motion to approve the request contingent upon minus what funds the city funds. Mr. Flohr amended his motion and made a motion to approve the funding for the event. Wayne Brooks seconded the motion. Members voted unanimously in favor of the motion.

- **Lincoln County Apple Festival**

Nikki Gray presented a funding request for $10,000.00 to assist with the Lincoln County Apple Festival. Ms. Gray submitted a number of supporting documents related to cost for advertising / directory signs to be used for the event. There was some discussion in response to a question from Mr. Flohr regarding the profit they made from last year's event and why the requested funds are needed. They also talked about the type of social media marketing they plan to use.

Authority Member Taylor Eaddy made a motion to approve the full amount of the funds requested. Motion was seconded by both Wayne Brooks and Tom Flohr. Members voted unanimously in favor of the motion.

- **Cruisin' For A Cause**

Although no one from the organization was in attendance to present the request, authority members reviewed an application from Susan Gauthier for the Cruisin' for a Cause event to be held in September. It was noted there was no increase in the funding amount requested ($750.00) this year.

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Tom Flohr made a motion to approve the request. Seconded by Wayne Brooks. Members voted unanimously in favor of the motion.

NEW/OTHER BUSINESS

There was no new/other business to discuss

ADJOURNMENT

Wayne Brooks made a motion to adjourn. Tom Flohr seconded. Members voted unanimously to approve the motion.

Daphne Ingram, Secretary **Randall Williams, Chair**

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