Lenoir Tourism Development Authority
Meeting Minutes
04/22/2026

Meeting Attendance

Board Members PRESENT	**Board Members** ABSENT	**Ex-Officio Members** PRESENT	**Ex-Officio Members** ABSENT
1. Dana Clark-Chair	1. Julie Bentley	1. Joe Gibbons	
2. Karin Davidson		2. Scott Hildebran	
3. Jesse Plaster		3. Donna Bean	
4. Angela Johnson			
5. Glenda Wilson			
Board Members PRESENT-VIRTUAL			
1. Kimberly Edmisten			
2.			

Staff Members PRESENT	
1. Ashley Smith	
2. Brenda Floyd	

Guest/Public- Virtual	

Chair Dr. Dana Clark called the meeting to order. Quorum present.

Approval of Minutes

Karin Davidson made a motion to accept the December 5, 2025 minutes and financial update, seconded by Jesse Plaster, which was voted on and passed unanimously.

Requests

- Glenda Wilson presented $5,000 request for murals/utility box project (11 boxes total) & promotion.
  Jesse Plaster made a motion to approve, seconded by Karin Davidson, which was voted upon and passed unanimously.
- Request by Arts Council #1 Tucker's Gallery Sculpture Celebration: Amount requested $5635, Unused balance applied $3985, Funds needing approval $1650 and #2 Sculpture Celebration: Amount requested $7575, Unused balance applied $458, Funds needing approval $7117.
  Glenda Wilson made motion to approve, seconded by Karin Davidson, which was voted upon and passed unanimously.
- Request for $25,000 for remaining Gateway Signs Project.
  Karin Davidson made motion to approve, seconded by Glenda Wilson, which was voted upon and passed unanimously.

- Request funding for Hickory Airport restoring commercial air service efforts. Funding would be for $10,000 with a commitment letter of support.

  Angela Johnson made motion to approve, seconded by Jesse Plaster, which was voted upon and passed unanimously.
- Request $1500 funding for Yadkin Valley Heritage Corridor-Brian Moore/Caldwell Chamber Committed for 2025.

  Jesse Plaster made motion to approve, seconded by Angela Johnson, which was voted upon and passed unanimously.
- Dana Clark presented the request to fund Compass Media Mailchimp newsletter for $1,000.

  Karin Davidson made motion to approve, seconded by Glenda Wilson, which was voted upon and passed unanimously.
- Donna Bean request $2350 for overages for Lawyer Fees and Hickory Visitor Guide.

  Glenda Wilson made motion to approve, seconded by Karin Davidson, which was voted upon and passed unanimously.

<u>Updates</u>

- Dana reminded the board July and January are request months and some upcoming requests may include:
  1. Video for compass/tourism assets $15-20K
  2. Wedding marketing (Julie and Kim) ad or bridal show in January (we would need a booth)
- Occupancy seems flat right now-occupancy down 1-2% here in Lenoir

Meeting adjourned.