



Swansboro Tourism Development Authority Agenda

Town of Swansboro

Thursday, April 10, 2025

I. Call to Order

II. Financial Report

- a. **Finance Report-(3rd Qtr. FY 24-25)**
Presenter: Sonia Johnson, Finance Director

III. Business

- a. **Marketing & Advertising Status Update Discussion**
- b. **Proposed FY 2025-2026 Budget**
Presenter: Sonia Johnson, Finance Director

The FY 2025-2026 Proposed Budget was prepared in accordance with N.C.G.S. Chapter 159, the North Carolina Local Government Budget Fiscal Control Act. As required, all funds within the budget are balanced, and all revenues and expenditures are identified for FY 2025-2026. The Budget for FY 2025-2026 is balanced with \$14,361 of fund balance.

- c. **Set date to hold a public hearing/adoption**
Presenter: Sonia Johnson, Finance Director

G.S 159-12 (b)-Before adopting the budget ordinance, the board shall hold a public hearing at which time any persons who wish to be heard on the budget may appear.

- d. **National Travel & Tourism Week**
Presenter: Sonia Johnson, Finance Director

National Travel & Tourism Week will be observed from May 4 through May 10. This annual event provides an excellent opportunity to engage with visitors and promote the many attractions, events, accommodations, dining establishments, and locally made products that make North Carolina a premier travel destination. Kelley Brown will be attending the event and requested to be reimbursed for travel expenses.

Recommended Action: Motion to approve funding request for National Travel & Tourism Week Event

- e. **Board Projects/Discussion Items**
Presenter: Randy Swanson, Chair

To provide an overview of key projects and discussion items for the upcoming Board meeting, including updates, recommendations, and items for Board consideration or direction.

Recommended Action: Discuss and provide any guidance.

IV. Board Comments

V. Adjournment