



Swansboro Tourism Development Authority Agenda

Town of Swansboro

Thursday, January 12, 2023

I. Call to Order

II. Financial Reports

a. Financial Summary

Presenter: Sonia Johnson, Finance Director

b. Analysis of Travel & Tourism Expenses 2nd QTR FY 22-23

Presenter: Sonia Johnson, Finance Director

III. New Business

a. Budget Ordinance Amendment #2023-3

Presenter: Sonia Johnson, Finance Director

Grant Funding Request:

1. Swansboro Historical Association submitted a grant application to market events and the revisions and printing of the popular walking tour pamphlet. Requesting \$5,000 to be appropriated from fund balance for its intended purpose.

Source of Funds-Appropriate Fund Balance

2. Front Row Communications- Proposing an additional ad placement for consideration. Swansboro Tourism Development Authority (STDA) has contracted for a total of (Five) print ad placements with Our State Magazine for the 2022/2023 Fiscal Year.

September 2022

October 2022

March 2023

May 2023

June 2023

If the Board would like to add the month of April 2023, costs are an additional \$1,334.

Source of funds: Appropriated Fund Balance

Recommended Action: Motion to approve Budget Ordinance Amendment #2023-3

b. Letter of Agreement-Front Row Communications

Presenter: Randy Swanson

Ann Marie Bass, Owner & Principal of Front Row Communications provided a Letter of Agreement effective January 12, 2023 through June 30, 2024.

Background

Recommended Action: Motion to approve the following: Letter of Agreement-Front Row Communications effective January 12, 2023 through June 30, 2024.

c. Marketing & Advertising Quarterly Status Update

Presenter: Randy Swanson

Front Row Communication-Marketing & Advertising Quarterly Status Update Report

d. Audited Financial Statements-June 30, 2022

Presenter: Sonia Johnson, Finance Director

North Carolina General Statute 159-34 requires each unit of local government and public authority to have its accounts audited each fiscal year and to submit a copy of the report to the Secretary of the Local Government Commission (LGC).

IV. Board Comments

V. Adjournment