



Swansboro Tourism Development Authority Agenda

Town of Swansboro

Thursday, April 09, 2026

I. Call to Order

II. Finance Report

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

III. Approval of Minutes

- a. **October 9, 2025 Regular Meeting Minutes**

IV. Business

- a. **Marketing & Advertising Status Update Discussion**
- b. **Town of Swansboro-Visitor Center Revitalization Project**
Presenter: Jonathan Barlow, Town Manager

The Town of Swansboro is seeking funding to support the revitalization of the Visitor Center.

Recommended Action: Motion to approve funding request for Town of Swansboro Visitor Center Revitalization Project

- c. **Town of Swansboro- PirateFest Special Event**
Presenter: Anna Stanley, Parks & Recreation Director

The Town of Swansboro is seeking funding to support the annual PirateFest Special Event.

Recommended Action: Motion to approve funding request for Town of Swansboro for PirateFest Special Event.

- d. **Town of Swansboro-Swansboro Festivals**
Presenter: Anna Stanley, Parks & Recreation Director

The Town of Swansboro is requesting \$6,500 for the 2025-2026 fiscal year to purchase the City Data AI software program and advertising for the Arts by the Sea Festival.

Recommended Action:

- 1. Motion to approve funding request for Town of Swansboro for Swansboro Festivals.*
- 2. Motion to approve to allocate \$6,500 each year or match the funds that Onslow County Tourism provides each year.*

- e. **Town of Swansboro-Tree Lighting Ceremony/Flotilla**
Presenter: Justin Webb, Downtown Facilities Coordinator

The Town of Swansboro is seeking funding for the tree lighting ceremony/Flotilla.

Recommended Action: Motion to approve funding request for Town of Swansboro for Tree Lighting Ceremony/Flotilla Event.

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

Kelley Brown will be attending the event May 7th and 8th and requested \$300 to be reimbursed for travel expenses.

Recommended Action: Motion to approve funding request for the National Travel & Tourism Day Event.

- g. **Proposed FY 2026-2027 Budget**
Presenter: Sonia Johnson, Finance Director

- h. **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.

- i. **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.

V. Board Comments

VI. Adjournment