



# Swansboro Tourism Development Authority Special Meeting Agenda

**Town of Swansboro**

Thursday, May 18, 2023

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## I. Call to Order

## II. Approval of Minutes

- [a. July 14, 2022 Meeting Minutes](#)
- [b. October 13, 2022 Meeting Minutes](#)
- [c. January 12, 2023 Meeting Minutes](#)

## III. New Business

- [a. FY 2023/2024 Budget Ordinance/Public Hearing](#)  
*Presenter: Sonia Johnson - Finance Director*

Per G.S. 159-12 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.

The FY 2023/2024 Annual Budget was originally submitted on April 27, 2023. The 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 2023-2024. The Budget for FY 2023/2024 is balanced with \$0 of fund balance.

*Recommended Action: 1. Hold Public Hearing; 2. Motion to adopt FY 2023/2024 Budget Ordinance.*

## IV. Board Comments

## V. Adjournment

**Town of Swansboro**  
**Tourism Development Authority**  
**July 14, 2022**

In attendance: Chairman Randy Swanson, Sherri Handcock, Scott Chadwick, Jack Harnatkiewicz, Junior Freeman, and Linda Thornley.

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**Call to Order**

The meeting was called to order at 2:30 pm with a quorum present.

**Reports**

Finance Director Sonia Johnson reviewed the Financial Summary Analysis, which reflected a balance of \$161,958.12 on 6/31/22.

Front Row Communications provided a marketing & advertising report for FY 2021/2022

**Business**

**a) Funding Requests**

*The Jacksonville-Onslow Sports Commission (JOSC)* sought \$ 2,000 funding for NC Coastal Trout Series.

The tournament directors launched the NC Coastal Trout Series in 2021. There were four tournaments in 2021 and added a fifth tournament for 2022.

The committee, all returning from last year plus the new addition, feels like they will see growth in 2022 if they can offer the same prize pool (2021 total prize pool was \$7,000), or hopefully an even larger one.

Since three of the five tournaments are held in Swansboro, the organization requested funds to try to reach their goal of \$10,000.

Scott Smith and Lawrence Abalos presented the funding request

*\*JR Freeman left meeting @3pm – no request to be excused\**

With a motion to approve by Scott Chadwick and a second by Sherri Hancock funding request of \$2,000 was unanimously approved for the NC Coastal Trout Series.

*Town of Swansboro Parks and Recreation* sought \$6,500 funding for all Swansboro Festivals for FY 2022/2023.

The Town of Swansboro Parks & Recreation Department hosts four major festivals annually. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church Street, and Highway 24. All events are free and open to the public that allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County.

Many people travel to Swansboro just to attend the festivals and all festivals have a large economic impact for daily visitors.

The Town of Swansboro Parks and Recreation Department requested \$6,500 to assist with covering the increasing cost of fireworks, entertainment, a professional sound company, and to secure television ads to advertise the festivals.

With a motion to approve by Randy Swanson and a second by Linda Thornley funding request of \$6,500 was unanimously approved for the festivals and events.

*Budget Amendment #2023-1* provides the funding approved for the JOSC \$2,000. and Town of Swansboro Parks and Recreation \$6,500.

On a motion by Scott Chadwick, seconded by Sherri Hancock the funding request of \$8,500 was unanimously approved.

**b) Contract for Audit Services FY 21/22**

Ms. Johnson presented the Contract for Audit Services FY21/22

With a motion to approve by Scott Chadwick and a second by Linda Thornley, the Audit Contract was approved unanimously by the Board.

**Public Comments**

No public comments were offered.

**Board Comments**

No Board comments were offered.

**Adjournment**

On a motion by Randy Swanson, seconded by Scott Chadwick, the meeting adjourned at 4:00pm

**Next TDA Meeting**

To be held October 12<sup>th</sup>, 2023 @ 2:30pm.

**Town of Swansboro**  
**Tourism Development Authority**  
**October 13<sup>th</sup>, 2022**

Item II - b.

In attendance: Chairman Randy Swanson, Sherri Handcock, Scott Chadwick, Jack Harnatkiewicz, Junior Freeman, and Linda Thornley.

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**Call to Order**

The meeting was called to order at 2:30 pm with a quorum present.

**Reports**

Finance Director Sonia Johnson reviewed the Financial Summary Analysis, which reflected a balance of \$189,135.77 as of 9/30/22.

With a motion approved by Ms. Thornley and seconded by Mr. Swanson, the Financial Report was approved unanimously by the board.

**Old Business**

Fall 2022 Refresh & Reprint has been completed.

2022 Planning & Marketing/Advertising, Town Event form has been completed and submitted.

**New Business**

PHOTO SHOOT – Planned for the Weekend of October 15, 2022. The one-day shoot will either be on Saturday, 10/15 or Sunday, 10/16.

East Bay Media, Brad Humphrey, discussed what the Camera’s Digital Services and that they can be reviewed online for all to see.

Advised the cost for the cameras would be \$2,200.00. Advised will follow up with Ann Marie on the quotes on Prep and Install.

On going cost to have 24/7 streaming: \$300.00 monthly.

Awaiting proposal.

**Supporting Information for Swansboro TDA Grant Application, 2022**

North Carolina Maritime History Conference  
December 1-3, 2022  
North Carolina Maritime History Council  
(32nd Annual)  
Project amount requested \$2,000.00; Project cost \$7,500.00.

The mission of the NC Maritime History Council is to identify and encourage historical and educational projects that preserve and enhance the state's maritime/nautical history, culture, and create public awareness of that heritage.

With a motion to approve by Randy Swanson and a second by Scott Chadwick funding request of \$2,000 was unanimously approved for NC Maritime History Conference.

*Budget Amendment 2023-2* provides the funding approved for the NC Maritime History Conference of \$2,000.

On a motion by Randy Swanson, seconded by Scott Chadwick, the funding request of \$2,000 was unanimously approved.

**SWANSBORO TOURISM DEVELOPMENT AUTHORITY  
2023 MEETING SCHEDULE**

- THURSDAY, JANUARY 12, 2023, 2:30PM
- THURSDAY, APRIL 13, 2023, 2:30PM
- THURSDAY, JULY 13, 2023, 2:30PM
- THURSDAY, OCTOBER 12, 2023, 2:30PM

**Public Comments**  
No public comments were offered.

**Board Comments**  
No Board comments were offered.

**Adjournment**

On a motion by Randy Swanson, seconded by Scott Chadwick, the meeting adjourned at 3:50pm.

**Next TDA Meeting**

To be held January 12<sup>th</sup>, 2023 @ 2:30pm.



**Town of Swansboro**  
**Tourism Development Authority**  
**January 12, 2023**

In attendance: Chairman Randy Swanson, Sherri Handcock, Scott Chadwick, Jack Harnatkiewicz, Linda Thornley. (Dusty Rhodes Absent)

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**Call to Order**

The meeting was called to order at 2:33 pm with a quorum present.

**Reports**

Finance Director Sonia Johnson reviewed the Financial Summary Analysis, which reflected a balance of \$186,822.12 on 12/31/23.

Front Row Communications provided a marketing & advertising report.

**New Business**

a) **Funding Requests**

The Historical Association sought \$5,000 funding for marketing the museum and public programs; specifically: posters, pamphlets/rack cards, website and maintenance, Walking Tour Design and printing, Museum and Association Membership Software.

The Board made a unanimous decision to approve \$4,000 and the funds can be spent on any of the items mentioned above.

*Front Row Communications*-Ann Marie Bass provided the Quarterly Marketing & Advertising Report and requested additional funds for Our State Magazine for the April 2023 issue.

With a motion to approve by Scott Chadwick and a second by Randy Swanson funding request of \$1,334 was unanimously approved for the April 2023 ad in the Our State Magazine.

*Budget Amendment 2023-3* provides the funding approved for the Historical Association \$4,000 and Our State Magazine \$1,334.

On a motion by Randy Swanson, seconded by Scott Chadwick, the funding request of \$5,334 was unanimously approved.

- b) **Front Row Communications-Letter of Agreement**-FY 2022/2023 & FY 23/24-  
On a motion by Randy Swanson, seconded by Scott Chadwick the Letter of Agreement was approved unanimously.
- c) **Audit Financial Statements**-June 30, 2022-Annually, the Swansboro Tourism Development Authority is required to have its accounts audited after the close of each fiscal year. Gregory T. Redman provided the audited financial statements as of June 30, 2022.

*Opinion:* In my opinion, based on my audit, the accompanying financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities and each major fund of Swansboro Tourism Development Authority as of June 30, 2022, and the respective changes in financial position, and budgetary comparison for the year then ended in accordance with accounting principles generally accepted in the United States of America. **“Unmodified Opinion”**

### **Board Comments**

Scott Chadwick stated that Onslow County Tourism has grant opportunities.

Linda Thornley mentioned there is a military and civilian group that will be coming to this area to do a combined maneuver.

### **Adjournment**

On a motion by Randy Swanson, seconded by Scott Chadwick, the meeting adjourned at 3:35pm.

### **Next TDA Meeting**

To be held April 13<sup>th</sup> 2023 @ 2:30pm.





# Tourism Development Authority Meeting Agenda Item Submittal

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Item To Be Considered: FY 2023/2024 Budget Ordinance/Public Hearing

Board Meeting Date: May 18, 2023

Prepared By: Sonia Johnson

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**Overview:** Per G.S. 159-12 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.

The FY 2023/2024 Annual Budget was originally submitted on April 27, 2023. The 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 2023-2024. The Budget for FY 2023/2024 is balanced with \$0 of fund balance.

**Background Attachment(s):** Proposed Budget FY 23/24, Budget Ordinance

**Recommended Action:** 1. Hold Public Hearing; 2. Motion to adopt FY 2023/2024 Budget Ordinance.

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**Action:** \_\_\_\_\_  
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SWANSBORO TOURISM DEVELOPMENT AUTHORITY

**Proposed Budget**

**FISCAL YEAR 2023-2024**

<u>REVENUES</u>			
70-320-0309	Donations	\$	4,000 Swansboro Downtown Merchants
70-399-1991	Transfer from General Fund	\$	106,700 Net proceeds, room occupancy tax
<b>Total Revenues</b>		\$	<b>110,700</b>

<u>EXPENSES</u>			
70-800-1910	Services - Auditor	\$	3,000 Annual fee for required audit per statute
70-800-3910	Advertising / Promotions:		
	TOS-Visitor Center	\$	5,660 Management fee - \$1,415/quarter (estimated)
	Front Row Communications	\$	21,996 \$5,499/quarter-Marketing/Advertising Services
	General advertising	\$	32,527 \$8,131.75/quarter <b>(Front Row Communications-Proposed Marketing, Advertising, and Tourism Support)</b>
	Downtown Merchants	\$	4,000 Swansboro by Candlelight FY 23/24
70-800-2995	Administrative Services	\$	4,100 \$1,025/quarter paid to Town for administration
70-800-2010	Supplies	\$	1,000 Misc office supplies, forms, books, binders, postage, checks, etc
70-800-3100	Travel / Conference	\$	2,000 Travel expenses
70-800-4540	Insurance	\$	500 Bond for Finance Officer
70-800-4910	Dues and Subscriptions	\$	350 Membership fees to various organizations
70-800-7920	Grants - Capital	\$	35,567 "Capital" grants only - 1/3 Tourism Related Capital Expenses
<b>Total Expenditures</b>		\$	<b>110,700</b>

Airport Advertising-every year to be moved from Capital Grant line item	\$5,000.00	Per Meeting Minutes 07/14/14
<b>Total Committed FY 23/24</b>	<b>\$5,000.00</b>	
<b>Remaining funds available</b>		<b>\$30,567</b>

**Note:** Section 6 of the Resolution Establishing the Swansboro TDA states that 2/3 of tax must be used to "promote travel and tourism", and the remaining funds may be used for "tourism-related expenditures". According to the definitions in the resolution, "promote travel and tourism" includes advertising and administrative expenses, and "tourism-related expenditures" include those designed to increase the use of lodging facilities or to attract tourists to the town, including capital expenditures.

For budget purposes, the line items shaded in blue are the "promote travel & tourism" expenses = 2/3 of total ; the line items shaded in red are the "tourism-related expenditures" = 1/3 of total.

SWANSBORO TOURISM DEVELOPMENT AUTHORITY  
BUDGET ORDINANCE  
FY 2023– 2024

**BE IT ORDAINED** by the Swansboro Tourism Development Authority of Swansboro, North Carolina, that, following a duly advertised public hearing, the following annual budget ordinance is adopted to estimate revenues and make appropriations for the financial operations of the Swansboro Tourism Development Authority for the fiscal year beginning July 1, 2023 and ending June 30, 2024.

**Section I. Revenues.** The following revenues are estimated to be available for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

Net Proceeds, Room Occupancy Tax	\$106,700
Donations	\$ 4,000
Total Revenues:	\$110,700

**Section II. Expenses.** The following amounts are hereby appropriated to carry out the duties and responsibilities of the Tourism Development Authority for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

Travel and Tourism-Related Expenditures	\$110,700
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**Section III. Distribution.** Copies of this budget ordinance shall be furnished to the finance officer of the Authority and, for information, to the Board of Commissioners and Town Manager of the Town of Swansboro.

**Section IV.** This ordinance shall become effective on July 1, 2023.

Adopted by the Swansboro Tourism Development Authority, May 18, 2023.

**SWANSBORO TOURISM  
DEVELOPMENT AUTHORITY**

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Randy Swanson, Chair

ATTEST:\_\_\_\_\_