

TDA Agenda

November 28, 2023

9:00am - Town Hall

1. Call to Order – Chair
2. Roll Call of Members
3. Adopt Agenda
4. Approve Minutes of Last Meeting on October 24, 2023
5. Old Business
 - Additional Town Webcam Discussion
 - PARTF Grant for The Park at Seven Devils
6. New Business
 - Parks and Recreation Committee:
 - 1) Requesting 6th Summer Concert for 2024 Music on the Lawn
 - 2) Seven Devils T-Shirt Discussion
 - Review Email Approvals:
 - 1) YMCA of Avery Reindeer Run 5k - \$500
 - 2) Hawk Mountain Garden Center Invoice: Fall Clean Up - \$1,815
 - Artist Rendering of Town Hall
 - Funding Requests:
 - 1) October Photography Invoice - \$450
 - 2) 2024 High Country Mountain Vacation Planner Ad
 - 3) Civic Plus Bill for Town Website - \$5,573.40
 - 4) Funding for additional Police Officer support during busy season
 - 5) Lawn Mower - \$7,361.48
7. Financial Statement – Helga
8. Citizen's Comments
9. Board Comments
10. Adjourn

**Town of Seven Devils
Tourism Development Authority Meeting
October 24, 2023**

The Town of Seven Devils Tourism Development Authority met in regular session on Tuesday, October 24, 2023, at Town Hall. Chair Anne Fontaine, Member Leigh Sasse, Member Alejandra Fernandez, and Member Rick Blonshine attended in person. Town Manager Johnathan Harris, Finance Officer Helga Sappington, and Parks & Recreation Director Jewel McKinney were present.

Call to Order

Chair Anne Fontaine called the meeting to order at 9:00 am.

Adopt Agenda and Approve Minutes

Member Leigh Sasse made a motion to adopt the agenda; motion was seconded by Member Alejandra Fernandez; the motion passed.

A motion to approve the minutes from the September 26, 2023, meeting was made by Member Leigh Sasse and seconded by Member Alejandra Fernandez; all approved. The motion passed unanimously.

Old Business

- Auditor Misty Watson presented the FY23 audit to the TDA members.

New Business

- There was a discussion about an additional webcam for the Town of Seven Devils. Town Manager Johnathan Harris will investigate the cost of the pole to mount the camera. The TDA members will revisit this discussion at a future meeting.

Financial Statement

Member Alejandra Fernandez made a motion to approve the financial statements; Member Leigh Sasse seconded; all approved. Motion carried.

Finance Officer Helga Sappington will investigate interest rates for a second Money Markt account vs CD.

Citizen Comments

Larry Fontaine, Wayne Bonomo, and Bob Bridges were present.

Larry Fontaine asked the auditor to investigate the possibility of using TDA funds for a new well. As the direct result of short-term rentals, the Town of Seven Devils is in need of another well to supply water to its residents and tourists.

Board Comments

None

Adjourn

At 9:30 am, Member Alejandra Fernandez made a motion to adjourn; Member Leigh Sasse seconded; all approved. Motion carried.

2023 PARTF Application

Project: The Park at Seven Devils

The Town of Seven Devils is applying for the 2023 Parks and Recreation Trust Fund (PARTF) Grant. The PARTF if awarded is a 50/50 Match.

Funds if awarded go towards the following amenities in The Park at Seven Devils: Public Bathrooms, Playground, Concert Stage, Picnic Pavilion, PARS Course, and Dog Park. The designated location for these future amenities is on the back of this handout.

Project Costs

Project Elements		Total Item Cost
Building and/or Renovating Costs		
Bathroom		\$232,000
Playground		\$93,000
Stage		\$80,000
Picnic Pavilion		\$60,000
PARS Course		\$21,000
Dog Park		\$14,000
Cost to Build		\$500,000
Contingency for the Cost of Building / Renovating		
Contingency	5%	\$25,000
Total Project Cost		\$525,000
Total PARTF Grant Request		\$250,000
Total Local Match		\$275,000

Sources of Matching Funds for PARTF Grant

Type of Matching Funds	Sources of the Applicants Matching Funds		Availability
	Amount of Funds	Funding Source	
Cash	\$127,461	Cares Act	In Hand
Donation	\$147,539	Seven Devils Tourism Development Authority	Pending PARTF Grant Approval
Total Matching Funds:	\$275,000		

Additional Concert Discussion

2023 "Music on the Lawn" Budget TDA approved up to \$20,000

	Groups	Cost of Groups	Notes
1	June 16 th - Rockabilly's	\$500	
2	June 30 th - Woodie & the String Pullers	\$900	
3	July 14 th - The Lucky Strikes Orchestra	\$1,500	
4	July 28 th - The Burnett Sisters Band	\$1,200	
5	August 11 th - Wayne Henderson & Friends	\$2,000	
Sound Engineer & Stage Rental (Stage is 12x24x2): Haynes Event Productions			
-	Haynes Event Production Deposit	\$3,750	
1	June 16 th - Rockabilly's	\$450	SE Not needed
2	June 30 th - Woodie & the String Pullers	\$450	SE Not needed
3	July 14 th - The Lucky Strikes Orchestra	\$450	SE Not Needed
4	July 28 th - The Burnett Sisters Band	\$1,200	
5	August 11 th - Wayne Henderson & Friends	\$1,200	
Portable Toilets Rentals		\$925.63	June-August
Special One-Time Event Permits from ABC		\$250	\$50/ Concert
Overall Total		\$14,775.63	-

Estimated 2024 "Music on the Lawn" Budget with 6th Concert

	Groups	Cost of Groups	Notes
1	1 st Group	\$1,500	
2	2 nd Group	\$1,500	
3	3 rd Group	\$1,500	
4	4 th Group	\$1,500	
5	5 th Group	\$1,500	
6	6 th Group	\$1,500	
Sound Engineer & Stage Rental (Stage is 12x24x2): Haynes Event Productions			
-	Haynes Event Production Deposit	\$3,750	
1	1 st Group	\$1,200	
2	2 nd Group	\$1,200	
3	3 rd Group	\$1,200	
4	4 th Group	\$1,200	
5	5 th Group	\$1,200	
6	6 th Group	\$1,200	
Portable Toilets Rentals		\$1,000	June-August
Special One-Time Event Permits from ABC		\$300	\$50/ Concert
Estimated Overall Total		\$21,250	



SPONSORSHIP TIERS

Title Sponsor – \$2,500

- Large Company Name/Logo on Race Shirt
- Large Company Name/Logo on Social Media Posts, Flyers and Emails
- Displayed on Race Day Tables, Route Signs, Finishline and Finishing Place Pictures
- 4 Reindeer Run 5k Registrations
- 4 Reindeer Run 5k Race Day Shirts
- Booth Space available at Race

Platinum – \$1,000

- Company Name on Race Shirt
- Large Company Name/Logo on Social Media Posts, Flyers and Emails
- Displayed on Race Day Tables, Race Route Signs and Finishline
- 2 Reindeer Run 5k Registrations
- 2 Reindeer Run 5k Race Day Shirts

Gold – \$500

- Company Name on Race Shirt
- Company Name/Logo on all Social Media Posts, Flyers and Emails
- Displayed on Race Day Tables

Silver – \$250

- Company Name/Logo on all Social Media Posts, Flyers and Emails
- Displayed on Race Day Tables

Bronze – \$100

- Company Name/Logo on all Social Media Posts, Flyers and Emails

YOU make a difference

TDA

11/15/23

General
McKinney

Hawk Mountain Garden Center
351 Lance Trail
Banner Elk, NC 28604 US
sonyagarland152@yahoo.com

INVOICE

BILL TO

Town of Seven Devils
Kevin Aldridge

INVOICE # 5586**DATE 11/13/2023****DUE DATE 11/23/2023****TERMS Net 10****ACTIVITY****Fall Cleanup**

Fall Clean up of leaves, removal of annual flowers and cutting back of perennials. This will be your last maintenance of the year unless you contact us for further service. We appreciate your business and look forward to working in your gardens next sp...

33**55.00****1,815.00****BALANCE DUE****\$1,815.00**

TDA
Genel McKinney

11/17/23

Hillary Gropp

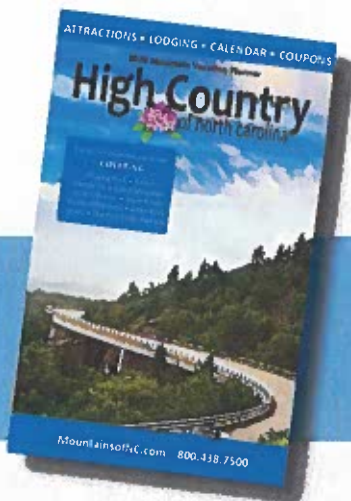
From: lcanapinno@matthewsnc.gov <clerks@listserv.unc.edu>
Sent: Monday, November 20, 2023 9:57 AM
To: City and County Clerks
Cc: City and County Clerks
Subject: Re: [clerks] Gifts for Outgoing Board Members

Matthews presents a framed print - an artist's rendering of the town hall.



Lori Canapinno, CMC
Town Clerk
Town of Matthews
232 Matthews Station Street
Matthews, NC 28105
Town Hall (704) 847-4411
Direct line (704) 708-1222
Fax (704) 845-1964
lcanapinno@matthewsnc.gov
www.matthewsnc.gov

THANK YOU FOR YOUR BUSINESS!



High Country of north carolina

2024 High Country Mountain Vacation Planner ADVERTISING INFORMATION

BY THE NUMBERS

50,000

Print run due to increased print costs- no increase in ad rates!

80+

Welcome Center, AAA Office & Trade Show Distribution

100+

Brochure racks in restaurants, hotels & attractions in 3 states

2,000+

Mailed to individuals via requests by phone & web

20,000+

Distributed at the High Country regional visitor center

REACH CONSUMERS AS THEY PLAN A HIGH COUNTRY VACATION

In circulation for over 25 years, the Mountain Vacation Planner lists only valuable trip planning information. This insures that your ad is being seen by people planning a trip to the High Country or that are currently visiting the High Country.

The planner features large photographs, a map of the High Country, Blue Ridge Parkway and state park information, events, as well as our member listings. Coupons are located in the back of the planner and are a big request by visitors! Printed on high quality matte paper, the planner will be a bookshelf reference piece instead of a throw-away-piece. The convenient 5.5" x 8.5" size also makes it a packable and travel friendly guide to keep with you your entire trip.

ADVERTISING RATES

**COMPLIMENTARY AD DESIGN AVAILABLE

Full Page + Optional Free Coupon*\$3,300

1/2 Page + Optional Free Coupon*\$1,640

1/3 Page + Optional Free Coupon*\$1,230

1/4 Page + Optional Free Coupon*\$930

1/6 Page + Optional Free Coupon*\$530

Coupon Only*\$300

DEADLINES

Materials & Payment Due: 11-29-23

To print: 12-06-23

Published & Distributed: 1-8-24

"DO YOU HAVE ANY COUPONS?"

Did you know this is one of the first questions visitors ask? By placing a coupon in the Mountain Vacation Planner you get a leg up on your competition by potentially having your business viewed first.

For more Information: Candice Cook - candice@highcountryhost.com - 828-264-1299



Invoice

#281395

1/24/2024

PO #

Updated Remittance Address:
(FOR PAYMENTS ONLY)
CivicPlus LLC
PO Box 737311
Dallas TX 75373-7311

Bill To

Town of Seven Devils
157 Seven Devils Rd
Banner Elk NC 28604

TOTAL DUE

\$5,573.40

Due Date: 2/23/2024

Terms	Due Date	PO #	Approving Authority
Net 30	2/23/2024		

Qty	Item	Start Date	End Date
1	SMS Service with 20,000 Text Messages Included	1/24/2024	1/23/2025
1	Ultimate Web Open Subscription	1/24/2024	1/23/2025

Total \$5,573.40

Due \$5,573.40

To pay your invoice with a credit card [Click Here](#).

This instrument has been preaudited
in the manner required by the Local
Government & Fiscal Control Act

Signature of Finance Officer

Please submit payment via ACH using the details below. Please send notification of ACH transmission via email to accounting@civicplus.com.

Bank Name	Account Name	Account Number	Routing Number
JPMorgan Chase	CivicPlus LLC	910320636	021000021



Carolina CAT, 9000 Statesville Road, Charlotte, NC 28269
Phone (800) 277-1212

DATE _____
Quote No _____ 22153

THIS AGREEMENT IS SUBJECT TO THE TERMS AND CONDITIONS ON THE REVERSE

[illegible]