

## **Jonesville Tourism Development Authority (JTDA)**

### **Regular Meeting Minutes**

**May 26, 2026 | 4:00 PM**

#### **Members Present**

Anita Darnell, Regina Adkins, Carter Kemppel, David Moxley, and Toby Butcher

#### **Staff Present**

Carrie Hodges, Melissa Gephardt, and Wendy Thompson

#### **Guests**

None

#### **Call to Order & Public Forum**

Chairperson Anita Darnell called the meeting to order at 4:15 PM.

No public comments were made.

#### **Approval of Minutes**

The March and April 2026 meeting minutes were presented for approval. Regina Adkins made a motion to approve the minutes, seconded by Toby Butcher. Motion carried.

#### **New Business & Reports**

##### **Eats, Beats & Summer Seats Recap (Red River Dawn)**

The board discussed the first concert in the Summer Concert Series. The event was well received by the community, with approximately 50–60 attendees. Many guests expressed excitement about the next concert scheduled for July.

Due to summer temperatures and to allow more people time to attend after work, the concert series time was changed from 3:00–6:00 PM to 5:00–8:00 PM.

Discussion was also held regarding creating a yearly event booklet or rack card featuring all Town events. Carrie Hodges will prepare a draft and present it to the board at the June meeting.

##### **Country Ham Festival**

Discussion was held regarding the first annual Country Ham Festival scheduled for November 7, 2026, at the Jonesville Civic Center. Wendy Thompson reported that she had

spoken with Greg Pardue of Foothills, who indicated he would like his daughter included in sponsorship discussions. Additional discussion will take place at the June meeting.

### **Yadkin Valley Grape Festival**

The board discussed participation in this year's Yadkin Valley Grape Festival. Carrie Hodges will contact the Yadkin Chamber to invite Maggie to attend the June meeting and present sponsorship opportunities. The board agreed that organizations seeking sponsorships or advertising support should present directly to the board before funding decisions are made.

### **Yadkin Valley Wine Festival Recap**

The Yadkin Valley Wine Festival, held on May 16, 2026, was well attended. The Town of Jonesville set up a booth and distributed promotional materials, visitor information, and NC Trail Days brochures.

The board discussed obtaining a new promotional banner for the 2026–2027 fiscal year. Carrie Hodges will coordinate with the Yadkin Valley Chamber regarding options.

### **NC Trail Days Update**

Melissa Gephardt reported that all preparations for NC Trail Days are on schedule. Brochures have been distributed and event schedules have been printed. The Bigfoot Scavenger Hunt began on May 26 and will continue through June 6. Event information has been posted on both the Town of Jonesville and Discover Jonesville Facebook pages.

Discussion was held regarding the possibility of hosting a Jonesville only trail event in future years rather than participating in the larger NC Trail Days event. Additional discussion will take place at the June meeting.

Melissa Gephardt confirmed that all event leaders are in place and preparations are complete.

### **2026 Meeting Schedule**

Carrie Hodges informed the board that all 2026 JTDA meeting dates are posted on the Town website under the TDA section. She will also email a copy of the schedule to all board members for reference.

### **Bylaws Review**

Carrie Hodges provided each board member with a copy of the JTDA bylaws. Discussion was held regarding attendance requirements and board member absences. The board acknowledged and approved the anticipated absences of Toby Butcher and David Moxley for the June 23, 2026 meeting in accordance with the bylaws.

The board was informed that Town Council is expected to appoint two new JTDA members at its next meeting. Proposed members include Michelle Jenkins of First National Bank in Jonesville, and Corey Wood of the Hampton Inn of Jonesville.

### **Financial Report – January through March 2026**

Wendy Thompson presented the financial report for January through March 2026.

Regina Adkins made a motion to approve the financial report. David Moxley seconded the motion. Motion carried.

### **FY 2026–2027 Budget Discussion**

Wendy Thompson presented the proposed FY 2026–2027 budget for discussion. Copies of the proposed budget were distributed to all board members for review.

The board discussed establishing a process requiring organizations requesting sponsorships or advertising funds to attend a JTDA meeting and present their proposal prior to consideration. Carrie Hodges will communicate this requirement to interested organizations.

The proposed budget will be voted on at the June meeting.

### **Old Business**

None.

### **Upcoming Events**

- Double Bluff Recreation Area Ribbon Cutting – June 4, 2026
- NC Trail Days – June 4–7, 2026
- Eats, Beats & Summer Seats featuring Problem Child – July 11, 2026
- Back to School Event – August 8, 2026
- Eats, Beats & Summer Seats featuring Too Much Sylvia – September 12, 2026
- Trails & Treats – October 24, 2026

- Country Ham Festival – November 7, 2026
- Christmas in Jonesville – November 28, 2026
- Christmas Parade – December 6, 2026
- Breakfast with Santa – December 12, 2026

**Next Meeting**

June ~~23~~<sup>26</sup>, 2026.

**Adjournment**

Regina Adkins made a motion to adjourn the meeting. Toby Butcher seconded the motion. Motion carried.

The meeting was adjourned at 5:50 PM.

**Minutes Approved On:** June ~~23~~<sup>26</sup>, 2026

**Chairperson:** \_\_\_\_\_

**Secretary:** Carrie Hodges