

Jonesville Tourism Development Authority (JTDA)

Regular Meeting Minutes

June 30, 2026 | 5:00 PM

Members Present

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

Absent

David Moxley (excused per board)

Staff Present

Carrie Hodges, and Wendy Thompson

Guests

Corey Wood- Hampton Inn, and Aaron Guyton-Douglas Displays, Melissa Gephardt

Call to Order & Public Forum

Chairperson Anita Darnell called the meeting to order at 5:06 PM.

Public Hearing – FY 2026–2027 Budget

A public hearing was held regarding the proposed Fiscal Year 2026–2027 Budget.

Town Manager Wendy Thompson presented the proposed budget, reviewing each line item, the associated budgeted amounts, and the goals for the upcoming fiscal year. She also discussed the objective of maintaining expenditures within the approved \$70,000 tourism budget for FY 2026–2027.

Regina Adkins made a motion to approve the Fiscal Year 2026–2027 budget. Toby Butcher seconded the motion. The motion carried.

Chairperson Anita Darnell adjourned the public hearing at 5:13 PM.

No public comments were made.

Approval of Minutes

The May 2026 meeting minutes were presented for approval. Regina Adkins made a motion to approve the minutes as presented. Toby Butcher seconded the motion. The motion carried.

New Business & Reports

Douglas Display

Aaron Guyton with Douglas Displays presented information regarding the online marketing program associated with the JTDA's Google and digital marketing campaign. The current contract expired in June, and Mr. Guyton explained how the program benefits tourism promotion throughout the Jonesville area.

Following discussion, the board approved renewing the contract.

Carrie Hodges, Welcome Center Manager, will provide Douglas Displays with the remainder of the 2026 event calendar so the marketing materials can be reformatted and launched by early July.

Mr. Guyton also discussed replacing the current I-77 billboard, which was still advertising NC Trail Days. Board members shared ideas for the new design, and Mr. Guyton will work with his design team to prepare a proof for board review later in the week.

Country Ham Festival

Discussion was held regarding the first annual Country Ham Festival scheduled for November 7, 2026, 11-5 pm at the Jonesville Civic Center and Lila Swaim Park. The festival committee will be meeting to discuss more information on this.

Summer Movies Series

Carrie Hodges presented plans for several new movie events, including:

- Farewell to Summer, Welcome Back Jonesville – August 29, 2026, at 7:30 PM, Sgt. Gregory Martin Park
- Classics of Jonesville – October 3, 2026, at 6:30 PM, Sgt. Gregory Martin Park
- Jonesville's Cookies, Cocoa, and a Christmas Movie – December 11, 2026, at 5:30 PM, Jonesville Civic Center

Carrie also introduced a new recurring series beginning in 2027 titled Jonesville Trailside Summer Movies, which will be held on the first Friday of each month from May through October.

Popcorn for all movie events will be sponsored by Starmount Cinemas.

Event posters will be emailed to board members for review.

Rack Card of Events for 2026

Carrie presented that a rack card has been created with all events that are happening in the Jonesville area for the rest of 2026. These will be ordered through Vista Prints and be distributed at all hotels, Welcome Center, Dobson Welcome Center off I-77, and the Wilkesboro Welcome Center off Hwy 421. Carrie will send the Calendar of events in a email to the board.

Trail Days Recap

Melissa Gephardt presented a recap of the 2026 NC Trail Days event.

Attendance reports for each activity were distributed to the board to assist with planning future events. Melissa reviewed successful activities, discussed areas for improvement, and shared recommendations for the 2027 event.

Overall, NC Trail Days was considered another successful event.

Financials for January-March 2026

The board noted that these financials had previously been approved during the May 2026 meeting; therefore, no additional action was required.

Old Business

None.

Upcoming Events

- Eats, Beats & Summer Seats featuring Problem Child – July 11, 2026
- Back to School Event – August 8, 2026
- Farewell to Summer Welcome back Jonesville Outdoor Movie-August 29, 2026
- Eats, Beats & Summer Seats featuring Too Much Sylvia – September 12, 2026
- Classics of Jonesville- October 3, 2026
- Trail & Treats – October 24, 2026
- Country Ham Festival – November 7, 2026
- Christmas in Jonesville – November 28, 2026
- Jonesville's Cookies, Cocoa, and a Christmas Movie-December 11, 2026
- Breakfast with Santa – December 12, 2026

- Christmas Parade – December 13, 2026

Next Meeting

July 28, 2026.

Adjournment

Regina Adkins made a motion to adjourn the meeting. Carter Kemppel seconded the motion. Motion carried.

The meeting was adjourned at 6:45 PM.

Minutes Approved On: July 28, 2026

Chairperson: _____

Secretary: _____


