



Wednesday, January 14, 2024 10:02

Members Present: TDA Chairperson Tabatha Walsh (Murphy Family Ventures), Commissioner Jesse Dowe, Duplin County Finance Officer Chelsey Lanier (ex officio member), Jess Melton (Magnolia Dreams Inn), Jordon Whaley (Cabin Lake), Madison Wise-Fussell (Duplin Winery)-By Phone

Members Absent: Sonia Guardado (Sombrero Loco Taqueria)

Duplin County Staff Present: County Manager Bryan Miller, Assistant County Manager Carrie Shields, Administrative Specialist Jasmine Savage, Executive Director of Tourism Robert Cox, Duplin Events Center Director Amanda Pope, Christa Parker

Tabatha Walsh presided over the meeting.

Commissioner Dowe gave the invocation.

Jordon made the motion to approve minutes from the October, November, and December TDA meetings.

Commissioner Dowe 2nd -Motion Passed

Events Center Director Update:

Upcoming events: A two-day cheer competition, dirt will be brought into the arena soon for the two-night rodeo and multiple show monster truck show, and then dirt clean-up.

Executive Tourism Director Update:

Robert delivered an update to the board on the year-to-date budget, addressing multiple budget-related topics.

Jordon motioned to move \$11,000 from the fund balance for a calendar widget to be plugged into the new website.

Commissioner Dowe 2nd -Motion Passed

New Business

Cycle NC October 10, 2025

Cycle NC has selected Wallace as a 2025 host city. Robert would like to

Robert requested for April's TDA meeting to be moved to a later date in April. The board discussed possible dates and decided to finalize the date change by email.

New Business

Duplin County Tourism was recognized as the Beulaville Chamber of Commerce business of the month.

Old Business

A copy of the second proof of the 2025-2026 visitor guide was presented to the board. Additionally, a copy was emailed to all board members, included in the email was Duplin County leadership Bryan Miller, Carrie Shields, and Jasmine Savage, with a request for feedback.

Comments

On behalf of the county, Jasmine thanked the board for approving the \$3,000 reimbursement marketing grant for the Events Center's upcoming Tracy Lawrence concert. The votes for this grant were conducted via email. (Please see attached votes) Tabatha reminded the Events Center that future grant requests must be submitted within the regular grant cycle. Jasmine assured the board that she and the leadership team would collaborate with Amanda moving forward and make sure that future grant requests are submitted during the regular grant cycle.

The meeting adjourned at 10:43 A.M.

TDA Chairperson