

TOWN OF LAKE SANTEETLAH
Tourism Development Authority
March 30, 2026 at 2:30PM
PUBLIC MEETING AGENDA

Open Council Meeting

Approval of Agenda

Approval of October 13, 2025 Public Meeting Minutes

Financial Report as of March 25, 2026 —

Checking: \$15,482.29; Savings: \$1,558.50

Revenue July 1, 2025 - March 25, 2026: \$15,783.28

Transferring \$3,000 from checking into savings

Approval of Budget Amendment (motion required)

Request for Public Comments with regard's to agenda

New Business:

- 1) Painting of the front entrance guard house: \$1000.00.
- 2) Quote of \$100 to have the two benches painted rather than replacing benches.
- 3) Follow up on moving the dog poop stations away from benches.
- 4) Seasonal planting of the front entrance. Kevin Haag and Diana cleaned up the entrance and planted pansies in front of the sign. We will replace pansies for summer plantings and replace a few dead shrubs.
- 5) America's 250 year celebration: patriotic bunting for guardhouse and more flags to decorate the town.
- 6) Print promotional cards for welcome centers and tourism office.

Old Business:

- 1) Production of Town of Lake Santeetlah promotional video. Video is on the [townoflakesanteetlah.org](https://www.townoflakesanteetlah.org) website home page with March visits of 488 and YouTube: https://youtu.be/EO_y92MWg6k?si=8RxXD8jGIslZ2IQa 79 views
- 2) Sponsorship of America's 250 year celebration in the Town; pledge of \$1,000 towards the festivities.

Motion to close meeting

Adjournment

Town of Lake Santeetlah
Tourism Development Authority
October 13, 2025 at 12:00 p.m.
Public Meeting

The meeting was called to order at 12:00 p.m. by Diana Simon. In attendance were Board Members: Diana Simon, Joe Simon, Bill Piel, and Karen Taylor.

Others in attendance were: Caroline Piel.

Motion was made to approve the Agenda by Bill Piel, 2nd Joe Simon. Unanimous

Motion was made to approve the Minutes of September 29, 2025 public meeting Minutes by Bill Piel, 2nd Joe Simon. Unanimous

The financial report as of October 7, 2025 was Checking account: \$12,914.56

Savings \$1,555.95. Revenue July1, 2025-October 7, 2025: \$9,868.17

A deposit of \$1400.00 was paid for production of Lake Santeetlah video. Diana Simon made a request to transfer \$3000.00 from checking to saving account. Approved.

A request for public comments with regards to the agenda. No public comments.

Old Business:

1. Production of Town of Lake Santeetlah promotional video is currently in pre-production, filming of video will take place October 18, 2025. Community members have shared some great photographs for use. Aurorah is laying out some things and Malibu Boats granted permission to use whatever is needed.

2. Sharing Interstate 40 west bound billboard with Santeetlah Boat Rental is being researched, our needs are different.

3. Sponsorship of America's 250 year celebration in the Town: \$1000 has been pledged by TPOA, other pledges have been made totaling \$4500. An additional \$500 by the TDA will be welcome, but may not be required. We will leave that offer on the table. Perhaps we can purchase some additional festive decorations for the Town.

Replacing the bench at the front entrance was suggested.

New Business: None

Motion to close meeting was made by Bill Piel, 2nd Joe Simon. Unanimous

The meeting adjourned at 12:15

03-0020-0000	3% TAX REVENUE	8,879.41	11,000.00	15,783.28	15,783.28	0	4,783.28
03-0020-0005	Miscellaneous Income	10.00	0.00	0	0	0	0.00
	0020 3% TAX REVENUE	8,889.41	11,000.00	15,783.28	15,783.28	0.00	4,783.28
03-0021-0000	Interest income	18.19	25.00	27.42	27.42	0	2.42
	0021 Interest income	18.19	25.00	27.42	27.42	0.00	2.42
03-9999-0000	Refund of Prior Year Expenses	0	2,000.00	0	0	0	-2,000.00
	9999 Refund of Prior Year Expenses	0.00	2,000.00	0.00	0.00	0.00	-2,000.00
	TDA Fund Revenue Totals	8,907.60	13,025.00	15,810.70	15,810.70	0.00	2,785.70
03-420-0000	ADMINISTRATIVE EXPENSE	0	0	0	0	0	0
03-420-2600	Advertisements	4,730.00	6,295.00	5,915.00	5,915.00	0	380.00
03-420-4500	Audit	600.00	600.00	600.00	600.00	0	0.00
03-420-5327	Website, Domain, Hosting/maint	706.07	750.00	750.00	750.00	0	0.00
03-420-5400	Insurance	1,915.00	1,940.00	1,925.00	1,925.00	0	15.00
03-420-5700	DISCRETIONARY & MISCELLANEOUS	88.52	972.00	225.00	225.00	0	747.00
03-420-7400	Capital Projects	0	500.00	0	0	0	500.00
03-420-9920	Administrative Fee	0	301.00	0	0	0	301.00
	420 ADMINISTRATIVE EXPENSE	8,039.59	11,358.00	9,415.00	9,415.00	0.00	1,943.00
	TDA Fund Expenditure Totals	8,039.59	11,358.00	9,415.00	9,415.00	0.00	1,943.00

2026

Assets

03-1001-0000	CASH ACCOUNT	0.00
03-1001-0100	TDA Savings UCB	1,558.50
03-1001-0101	United Community Bank	15,004.54
03-1280-0100	NC Sales Tax receivable	0.00
03-1400-0000	SOCIAL MEDIA INITIATIVE	0.00
03-9998-0000	ESTIMATED REVENUE	0.00
	Total Assets	<u>16,563.04</u>

Liabilities & Fund Balance

03-1990-0100	Due from General Fund	0.00
03-1990-0200	Due From Water	0.00
03-1990-0400	Due From Capital Reserve	0.00
03-1990-0500	Due From ARPA Fund	0.00
03-2000-0000	ACCOUNTS PAYABLE	0.00
03-2010-0000	Payroll Liabilities	0.00
03-2900-0100	Due to General Fund	0.00
03-2900-0200	Due To Water	0.00
03-2900-0400	Due To Capital Reserve	0.00
03-2900-0500	Due To ARPA Fund	0.00
03-9999-0000	APPROPRIATED BUDGET	0.00
	Total Liabilities	<u>0.00</u>

03-4000-0000	Retained Earnings	<u>10,167.34</u>
	Total	10,167.34

	Revenue	15,810.70
	Less Expenses	<u>9,415.00</u>
	Net	<u>6,395.70</u>
	Total Fund Balance	<u>16,563.04</u>
	Total Liabilities & Fund Balance	<u>16,563.04</u>

Budget Amendment for the Town of Lake Santeetlah

TDA - Amendment #2

3/30/2026

Date

<u>TDA Fund</u>	<u>Previous Ending Budget</u>	<u>Current Amendment</u>	<u>YTD Budget</u>
<u>Promote Travel & Tourism</u>			
Advertisements	\$ 6,295.00	\$ 1,000.00	\$ 7,295.00
Other Expenditures	\$ 3,159.00		\$ 3,159.00
<u>Related Expenditures</u>			
Professional Services	\$ 930.00		\$ 930.00
Insurance	\$ 1,940.00		\$ 1,940.00
Capital Projects	\$ 500.00	\$ 700.00	\$ 1,200.00
Other	\$ 1,201.00		\$ 1,201.00
Total Appropriation	\$ 14,025.00	\$ 1,700.00	\$ 15,725.00
Occupany Tax	\$ 12,000.00	\$ 1,700.00	\$ 13,700.00
Interest	\$ 25.00		\$ 25.00
Appropriated Fund Balance	\$ 2,000.00		\$ 2,000.00
Total Estimate Revenues	\$ 14,025.00	\$ 1,700.00	\$ 15,725.00

Additional Comments:

Diana Simon (TDA Chair)

Date