



**REGULAR MEETING AMENDED AGENDA**  
**January 20, 2026**  
**City Hall Council Chambers**  
**3:00 pm**

**CALL TO ORDER-** All cell phones off/silent mode

**WELCOME**

**APPROVAL OF AGENDA-** Regular Meeting January 20, 2026

**APPROVAL OF MINUTES** Regular Meeting of November 18, 2025

**FINANCIAL REPORT** Jana Williams, Assistant Finance Director

*Citizen Recognition - Persons wishing to appear before the TDA Board during this portion of the meeting should register their name and the subject they wish to address with the Deputy City Clerk prior to the beginning of the meeting. In an effort to maintain order and decorum, we would encourage speakers to be courteous and respectful during this portion of the meeting in which citizen input is heard. Please refrain from profanity, inappropriate gestures, insults, personal attacks or accusations. Each presentation will be limited to three (3) minutes.*

**OLD BUSINESS**

- Data for the 2025 Christmas Parade and Holiday weekend events.
- Update on the 'Destination' Magazine Museum latest issues.

**NEW BUSINESS**

- Welcome new Councilmember/Chairman Jay Rhodes.
- Discuss Marketing Strategies for TDA.
- Discuss Attending the Visit NC Tourism Conference in Asheville, March 16-18, 2026.

**DIRECTOR'S REPORT**

Updates on Destination Tourism Partners.

**ADJOURNMENT**

The next meeting will be held on Tuesday, February 17, 2025, at 3:00 pm in the City Council Chambers of City Hall.