

# TDA Board Meeting Minutes

**Date:** December 11, 2014

**Time:** 12:00 pm

**Location:** Bechtler House, Rutherfordton, NC

**Members Present:** Dan Hegeman, Dawn Hemmelgarn, Denise Holland, Jamie Harris, Ann Washburn-Hutchins, Matt Tackett, Richard Lundy, Jeff Bradley

**Members Absent:** none

**Ex-Officios Present:** Paula Roach

**TDA Staff Present:** Michelle Whitaker, Connie Dalziel, Karen Robinson

**Meeting called to Order at:** 12:08 pm by: Dawn Hemmelgarn-Chair

**Agenda motion to approve:** First: Ann Hutchins; Second: Denise Holland.

Motion carried.

**Prior Minutes motion to approve:** With the addition of the Activity Report and Welcome Center Attendance Numbers, and a mention of all topics discussed.

First: Dan Hegeman; Second: Richard Lundy. Motion carried.

**Finance Report presented by Michelle Whitaker**

- \$97,284 collected in September month for the month of August
- The above stated amount is up 15.40% from the same month of 2013-2014
- For fiscal year 2014-2015 we have collected \$421,592 so far

**Motion to approve:** First: Richard Lundy; Second: Jamie Harris.

Motion carried.

**Topics Discussed:**

- Executive Team Report

Director Michelle Whitaker reviewed projects and related meetings undertaken since the prior board meeting. These include the following:

- a) TDA/Economic Development Committee Tourism Partnerships
- b) TDA Coffee Talks
- c) Three-County Equestrian Marketing Exploration
- d) Tryon International Equestrian Center Information and Marketing Partnership planning
- e) Hospitality/Cleanliness Rating Program
- f) Isothermal Community College Hospitality Advisory Board

- Executive Committee Meetings
- Marketing/PR Mid-Year Report
- VIN (Visitor's Information Network) Wayfinding
- VIN (Visitor's Information Network) Information
- Tourism Asset Foundation

**Motion to Adjourn:** First: Ann Hutchins; Second: Dan Hegeman.

Motion carried.

**Meeting Adjourned at:** 1:37pm

**Date, Time, and Location of Next Board meeting:**

- January 22<sup>nd</sup>, 2015
  - Noon
  - Bechtler House