

## Yearly Retreat Board Meeting- Approved Minutes

Date: March 19th, 2015

Time: 12:00pm

Location: The Esmeralda Inn

Members Present: Dawn Hemmelgarn, Dan Hegeman, Denise Holland, Don Cason, Richard Lundy,

Jamie Harris (via phone)

Members Absent: Jeff Bradley, Amy Bridges

Ex-Officios Present: None

Ex-Officios Absent: Paula Roach, Eddie Holland

TDA Staff Present: Michelle Whitaker, Karen Robinson, Connie Dalziel, Julie Hartzog, Genevieve Helms, Sharron Fieber

Meeting called to order at: 1:30 pm

Motion to adopt agenda: First - Dan Hegeman; Second - Richard Lundy . Motion Passes

Amendment to prior minutes: Prior minutes approval must now include the dates under the motion to approve line.

Motion to approve prior minutes as amended: First - Richard Lundy; Second - Denise Holland.

Motion Passed.

Discussion Points:

### Michelle Whitaker

- Finance Report: Explained the two comparisons of reports. One has back taxes, the other does not
- The Year so Far, The Year to Come
- Reporting to the Board and Stakeholders: The TDA may keep the smaller coffees going, and create a newsletter
- Community Outreach to Stakeholders - 200 new entries

- The Equestrian Center - updates presented
- Organizational Structure
- Presentation of the Draft Budget
- Project Updates

#### Welcome Center

- Connie Dalziel reported on new employees, implementation of a Welcome Center Seasonal Events Schedule, and the visitor numbers.

#### Project Manager:

- Karen Robinson reported on the planning in process for the VIN signs that will be placed around the county, future plans for an intern program, and the completion of some work at the Welcome Center that was not able to be completed prior to its opening.

#### Marketing and Website

- Michelle Yelton reported numbers and statistics on the hits and outreach of our marketing.
- Other Business:
- After discussion presented by Board Chair, Dawn Hemmelgarn, Dan Hegeman made the motion to allocate \$12,000 to provide for a full time Administrative Assistant for the remainder of the year out of increased revenue.
- Motion to Move: Dan Hegeman; Second - Don Cason. Motion Passed.
- All items on the Agenda complete. Meeting Adjourned
- Date, Time and Location of next Tourism Development Authority Board Meeting:
- April 23<sup>rd</sup>, 2015
- 12 pm
- Bechtler House