



**RUTHERFORD COUNTY TOURISM  
DEVELOPMENT AUTHORITY  
MEETING MINUTES  
DECEMBER 6, 2012  
THE LAVENDER BISTRO  
RUTHERFORDTON, NC**

**Members Present:** Dwayne Harris, Dawn Hemmelgarn, Dan Hegeman, Denise Holland, Ann Washburn Hutchins, Sally Leshner, Lisa Sullivan

**Members Absent:** Jeff Bradley, Tim Ferris

**Staff Present:** Deborah McCormick, Adrienne Wallace, Jackie Wallace, Michelle Whitaker

**Others Present:** Michelle Yelton (McConnell Group), Paula Roach (Ex-Officio), Chris Roberts (Finance), Eddie Holland (Ex-Officio)

**Call to Order**

Sally Leshner called the meeting to order at 12:17 p.m.

Leshner introduced the board and staff.

**Agenda**

Motion to accept agenda as presented by Lisa Sullivan. Seconded by Dawn Hemmelgarn. Motion carried.

**October 11, 2012 Minutes**

Dan Hegeman made a motion to approve the minutes for October 11, 2012 after a correction to the finance section was made. Seconded by Lisa Sullivan. Motion carried.

**TDA Activity Reports**

*Michelle Whitaker, presenting*

**Financial Report**

Revenue expenses were down for October 2012 by 6%, but up for November 2012 by 4%. Paula Roach presented budget amendments due to line item transfers, allocation requests and fund balance transfers. The following was presented to the board:

• **Line Item Transfers**

- ◆ Transfer funds totaling \$3,646.72 from 325-00 to the following line items:
  - 299-07 \$ 1,858.10
  - 299-10 \$ 638.14
  - 321-00 \$ 1,323.80
  - 370-00 \$ 96.63
- ◆ Transfer funds totaling \$18,000 from 510-03 to 190-03
- ◆ Transfer \$2,000 from Fund Balance for Feasibility Study

Dan Hegeman made a motion to accept the line item transfer and feasibility study as presented. Seconded by Ann Washburn Hutchins. Motion carried.

• **Request for funds**

- ◆ \$2,500 to the Bostic Lincoln Center for BRNH Signage Program from Stakeholder Assistance Line Item
- ◆ \$2,500 to the Bechtler Mint Park for BRNH Signage Program

Lisa Sullivan made a motion to approve the above requests. Seconded by Dan Hegeman. Motion carried.

### **Bechtler Mint Park**

On October 26, 2012, a ribbon cutting took place at the Bechtler Mint Park and the Press unveiling at the Bechtler House Museum. Staffing for volunteers is underway with training sessions being planned for the volunteers. Michelle Yelton will be conducting a feasibility study on the Bechtler projects to determine if how to further develop these two sites.

### **Internal Customer Relations**

The Alliance Conference was a reported on including feedback from speakers and attendees. The second Alliance Conference has been scheduled for Tuesday, November 12, 2013.

### **Marketing**

Looking at other ways to market in today's changing marketplace. Awen will be researching this for us.

### **Public Relations**

Michelle Yelton indicated media personnel are interested in coming and visiting our area. Four different groups have come through, in addition to another one scheduled for the summer.

### **VIN**

The Mobile unit debuted at the Alliance Conference. At the Lake Lure Welcome Center, work continues in regards to the renovation project. In regards to Wayfinding, Mark Teague was at the conference collecting information about our wayfinding program ideas.

### **Other Activities & News**

Working with a small film project that could potentially come here next spring.

Meetings have been held with the County Manager about connecting our different assets and utilizing them with other county agencies.

The Town of Lake Lure has been working diligently on their own marketing and branding project. As they do so, town officials have coordinated their efforts with the TDA's.

### **Welcome Center Update**

*Dawn Hemmelgarn, presenting*

From October through today, portions of the VIN-Information Committee have met six times. All meetings focused on the Welcome Center.

The Information Committee made a formal recommendation to the board that we move forward with the design presented by Knight Strategies for the renovations of the Welcome Center. Motion seconded by Dan Hegeman. Motion carried.

Motion to adjourn by Dan Hegeman. Seconded by Lisa Sullivan. Motion carried. Meeting adjourned at 1:45 p.m.