



Rutherford County TDA

Meeting Minutes – 4/10/14

Rumbling Bald Resort, Lake Lure, NC

Members Present: Dawn Hemmelgarn, Dan Hegeman, Lisa Sullivan, Denise Holland, Jeff Bradley, Ann Washburn Hutchins, Dwayne Harris, Paula Roach (Ex-Officio),

Members Absent: Ruffin Tanner, Tim Ferris, James Ledgerwood

Call to Order

Dawn Hemmelgarn called the meeting called to order 12:29 p.m.

Agenda

After a review, Dan Hegeman moved to amend the agenda to present the financial report separately from the activity report. Lisa Sullivan seconded the motion. Motion carried.

12/19/13 Minutes

After a review, Lisa Sullivan made a motion to approve minutes as written. Denise Holland seconded the motion. Motion carried.

Financial Report

Paula Roach discussed a School of Government webinar regarding occupancy tax collection procedures, the new tax collection software starting in July, and how, also in July, the occupancy tax remittance address will change.

Michelle Whitaker reported collections were down 2.06% from the same time last year; however original projections were that we would be down over 4%.

Motion to approve the follow line item transfers by Lisa Sullivan, seconded by Denise Holland. Motion approved.

Transfer to 70-6520-341-00-000: \$4000 from 70-6520-311-00-000, \$3000 from 70-6520-185-00-000, \$1500 from 70-6520-190-07-000 and \$500 from 70-6520-190-12-000. Transfer to 70-6520-126-00-000: \$13,500 from 70-6520-185-00-000

Activity Report

Public Relations/Marketing

The McConnell Group reported on all PR efforts and on recent and upcoming PR tours, including one in conjunction with the U.S. Open. A familiarization tour is scheduled for April 1st, 2014.

VIN/Wayfinding Committee Report

Dan Hegeman reported on several meetings since January 8th with Teague and Associates working on county signage. There will be future meetings to coordinate with all areas involved.

Asset Development

Michelle Whitaker reported that TDA, EDC and chamber representatives met with the county manager in regards to tourism as economic development.



Meeting Minutes - 4/10/14 ; Continued

Asset Development

There was a T.A.F. presentation at the Governor's conference on the NC Gold Trail. The first Gold Trail meeting is scheduled for Tuesday, 4/29/14 at 11:00 a.m. at the Bechtler House.

Other

Executive Director is visiting various community groups. The Welcome Center is providing feedback for us on several fronts. The Executive Director attended the Governor's Conference on travel and tourism and presented on the economic impact of film on NC tourism.

NC Film Resolution

A resolution for the NC Film Incentive was reviewed. Motion to pass by Dan Hegeman; Ann Hutchins 2nd. Motion passed.

Board Members Internet Survey

Dawn Hemmelgarn expressed appreciation for everyone's service to the board and discussed growing individual member efforts.

Next Meeting and Adjournment

The TDA's next meeting is slated for 5/22/14 at 12:00 noon. Ann Hutchins is to find the location.

Motion to adjourn by Lisa Sullivan. Seconded Jeff Bradley. Motion carried. Meeting adjourned at 1:39 p.m.