



**RUTHERFORD COUNTY TOURISM  
DEVELOPMENT AUTHORITY  
MEETING MINUTES  
AUGUST 23, 2012  
THE 1927 LAKE LURE INN & SPA  
LAKE LURE, NC**

**Members Present:** Jeff Bradley, Dwayne Harris, Dawn Hemmelgarn, Denise Holland, Sally Leshner, Lisa Sullivan

**Members Absent:** Tim Ferris, Dan Hegeman, Ann Washburn Hutchins, Adrienne Wallace

**Staff Present:** Jackie Wallace, Michelle Whitaker

**Others Present:** Michelle Yelton (McConnell Group; TDA's Contracted PR Firm)

**Call to Order**

Sally Leshner called the meeting called to order at 12:30 p.m.

**Agenda**

There were no additions or deletions to the agenda. Motion to accept agenda as amended by Dawn Hemmelgarn. Seconded by Lisa Sullivan. Motion carried.

**July 12, 2012 Minutes**

With there being no changes to the minutes a motion to accept minutes as amended by Denise Holland. Seconded by Dwayne Harris. Motion carried.

**Visitor Center Lease**

*Sally Leshner, presenting*

The lease for the Lake Lure Visitor Center was voted on today by the Town of Lake Lure prior to the TDA meeting. The Town unanimously approved the lease. The TDA board meeting was called to order after the Town voted its approval, and after the approval of the minutes, the TDA's vote on the lease was held. After a brief discussion, a motion to accept the lease was made by Dawn Hemmelgarn. Seconded by Lisa Sullivan. Motion carried.

**2012-13 Committee Assignments**

*Sally Leshner, presenting*

After a brief discussion, the TDA board members decided to continue to serve on the same committee as they have been currently serving; this included the same officers/Executive Committee. New board member Tim Ferris' was assigned to the VIN Wayfinding committee. The motion to accept these appointments was made by Denise Holland. Seconded by Jeff Bradley. Motion carried.

**2012-13 Strategic Plans & VIN Vision Plan**

*Michelle Whitaker, presenting*

The 2012-13 Strategic Plan was presented to the board. After review and discussion of the 2012-13 Strategic Plan. Dawn Hemmelgarn made a motion to accept the plan as presented. Seconded by Lisa Sullivan. Motion unanimously carried.

The board decided to postpone the vote on the 2012-13 VIN Vision Plan.

**TDA Activity Reports**

*Michelle Whitaker, presenting*

For the month of July we were up 16.92%. When reviewing the report we do show that our expenses are far higher than our revenues; this is due to the fact that there are several encumbrances that are made at the beginning of the fiscal year. Motion to accept the Financial Report as presented by Dawn Hemmelgarn. Seconded by Jeff Bradley. Motion carried.

**VIN-Wayfinding Committee Report**

*Sally Leshner, presenting*

There are numerous signs that have been presented to the NCDOT and FHWA for installation; these include signage for Blue Ridge Parkway, Chimney Rock State Park, as well as the sign at exits along US 74.

**Executive Committee Report**

*Sally Leshner, presenting*

The committee discussed the process regarding TDA board appointments. After review and discussion the board determined that an open letter to the commissioners might be helpful. Also discussed was the status of the inter-local agreement between the Town of Lake Lure and the TDA and the logistics of a vote on this agreement.

Motion to adjourn by Lisa Sullivan. Seconded by Denise Holland. Motion carried. Meeting adjourned at 1:30 p.m.