

December 3rd Approved Minutes

Date: December 3rd 2015

Time: 12:00pm

Location: The Bechtler House

Members Present: Amy Bridges, Barbara Meliski, Dawn Hemmelgarn, Don Cason, Diane Barrett, Richard Lundy, Tammy Martell, Willard Whitson

Members Absent: Jeff Bradley

Ex-Officios Absent: Eddie Holland, Paula Roach

TDA Staff Present: Julie Hartzog, Karen Gibbs, Karen Tegen, Lindsey Lamica, Taylor Hardin, Wesley Alexander

Others Present: Laura Greene, Mark Teague, Michelle Yelton, Jenna Bailey, Media

Meeting Called To Order At: 12:05

Addition To Agenda: No additions to the presented agenda.

Motion To Adopt Agenda: First-Willard Whitson; Second-Barbara Meliski

Motion Passed.

Changes to Previous Meeting's Notes: Error in TAF update. Should read 50,000 not 550,000.

Motion to Approve Notes as Minutes: First-Diane Barrett; Second-Willard Whitson.

Motion Passed.

Finance Report: Don Cason

- Page 6 shows that in just four months, we have already collected 60% of projected collections for the full year.
- We have spent a committed 54% of our budget year to date.
- If we collected what we did last year for the remaining months, we would collect 12% over our projected collections.
- Pages 10a and 10b show a template of where we would like to go with recording our financials. The monthly numbers will roll into an annual summary. The Finance director would like us to use her new assistant to keep our financials on track.
- The plan is to have the report complete by mid-January, for the next board meeting.

Motion to Approve Finance Report: First-Amy Bridges; Second-Barbara Meliski

Motion Passed.

Proposed Move of TDA Offices: Taylor Hardin

- Taylor gave a small presentation on a proposed office space. The Town of Rutherfordton has presented the option of moving to the Woodrow Jones building. This building would allow us a more centralized location to downtown as well as more space. In this building, the TDA would operate a self service welcome center. The TDA will be gathering information from TAF to stay in the Bechtler House and will weigh out all options before presentation at next board meeting.

Marketing Update: Michelle Yelton

- Fall campaign closed out
- New for the holidays is incorporating driving tours into “fun ways to see Santa” across the county
- Our State magazine is great media coverage for us. We have been in 6 of the last 8 copies
- Jamarcus Gaston from Studio 62, chose to interview us on our fall color driving tours. This gave us 366,000 impressions
- We are working on the layout of the travel guide now. The goal is to send it to the printers in February
- On the TDA homepage, the links lead to what to do in the county during the holidays and expresses the excitement over hometown holidays
- Coffee Meetings will be held on December 15th. In Lake Lure at 10:30am at Rumbling Bald Resort and in Forest City at 2:30 pm at The Meeting place. Chris Cavanaugh will be leading the discussion.

Project Updates: Karen Tegen

- The window in Wesley’s office will be installed this month.
- We are now working on the trail map for the Welcome Center, the art display for the Welcome Center, and the scholarship proposal with ICC.

Wayfinding Update: Mark Teague

- The link provided takes you to a Google map and shows all of the signs progress. This link does not include municipal Wayfinding signs. We are beginning to work on the municipal plans.

Administrative Assistant Report: Taylor Hardin

- The NCTTC meeting was a huge help to better understanding the TDA operations. We plan to continue going to these meetings.

Executive Committee Update:

- Richard: We are taking time and reaching out to the community and present staff regarding the director search and what needs to be done to bring on a new director. Now is the opportunity to move forward.
- Don: What needs to be done and what is required are our initial thoughts. Reaching out to the community, all say to take our time.
- Dawn: we are independently working with the staff. Everything seems to be going smoothly.
- The next step is to create a job description and to get it posted.

TAF Update:

- The first round of the Gold Mile coins will be installed in the spring.

Final Announcements: Richard Lundy

Secretary position: Diane Barrett

Motion to approve: First-Barbara Meliski; Second-Tammy Martell

Motion Passed.

Meeting Adjourned: 1:34pm

Next Board Meeting: January 14th at 12 noon at the Bechtler House.