

January 14 2016 Approved Minutes

Date: January 14th 2016

Time: 12:00pm

Location: The Bechtler House

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

Members Absent: Jeff Bradley

Ex-Officios Present: Eddie Holland, Paula Roach

TDA Staff Present: Karen Tegen, Taylor Hardin

Others Present: Apryl Tessener, Connie Dalziel, Kristy Carter, Mark Teague, Michelle Yelton, Media

Meeting Called To Order At: 12:06

Addition To Agenda: No additions to the presented agenda.

Motion To Adopt Agenda: First-Diane Barrett; Second-Tammy Martell

Motion Passed.

Changes to Previous Meeting's Notes: No changes to prior meetings notes.

Motion to Approve Notes as Minutes: First-Dawn Hemmelgarn; Second-Willard Whitson.

Motion Passed.

Finance Report: Don Cason

- Page 6 of the board packet shows that we have already collected 73% of projected revenues
- Now in place is the financial model
- Page 10 of the financial model is an overview of revenues, expenses, and cash flow
- Moving forward, the finance committee will be working with staff and independent committees to complete the rolling financial forecast
- On the financial model, the shaded grey areas indicate projections-subject to change
- On page 11 of the model, everything is annualized. The comments section will be a constant update of numbers variation

Motion to Approve Finance Report: First- Barbara Meliski; Second-Tammy Martell

Motion Passed.

Proposed Move of TDA Offices: Karen Tegen and Taylor Hardin gave a presentation on the opportunity to move from the Bechtler House to the Woodrow Jones building.

- Funding of the proposed construction for move will average at \$15,000
- We have extra monies from the Salary and Lease line items to cover the move, roughly 13,000-15,000.
- With continued presentation and discussion following, Richard proposed that we make the move.

Motion to move TDA offices from Bechtler House to the Woodrow Jones Building: First- Barbara Meliski; Second- Willard Whitson

Motion Passed.

Motion to allocate \$15,000 from Fund Balance to cover moving expenses under the assumption to pay out of additional revenues and cost savings before dipping into fund balance: First- Diane Barrett; Second- Dawn Hemmelgarn

Motion Passed.

Marketing Update: Michelle Yelton

- Winter Campaign focused on hometown holidays
 - Social media focused on holiday hometowns, holiday shopping, polar plunge, Santa on Chimney Rock, Spindale Parade,

Live Windows and Tanner Sale

- Development of travel guide began
 - We are planning on a late February distribution
- The coffee meetings were very successful. The video links will be loaded to the website and they will be in the news letter
- Media Coverage in November gave a total impressions number of 9,992,158
- Media Coverage in December gave a total impressions number of 6,847,612
- Coverage of two towns was in Our State Magazine
- In spring 2016(March-May), the main concept is “Unplug and Recharge”

- In early February, we are planning another stakeholder coffee talk for Magellan Strategies to present their research data
- At the end of January, the Michelle and Jordan are heading to New York to participate in a media mission. So far 72 media are RSVP'd. We will be covering 20 destinations in 30 second pitches

Wayfinding Update: Mark Teague

- Our vision is to go beyond simple Wayfinding
- We are ready to send out survey to municipalities for input

Executive Committee Update: Richard Lundy

- We need recommendations for board members. The plan is to gain a new board member at the next Commissioner's meeting
- We need to establish a search committee for a short term basis
- Barbara Meliski and Tammy Martell volunteered

TAF Update:

- The first round of the Gold Mile coins will be installed in the spring
- TAF discussed lease agreement with TDA and is willing to offer the TDA a monthly rental rate of \$600/mo plus utilities good for six months

Info Committee Update: Dawn Hemmelgarn

- Committee is creating policies for info. Distribution at Welcome Center
- Two forms in place: Artisan and Event. TDA's lawyer is making suggestions on some minor changes

Motion to accept and use both forms with clarification of #5 bullets 4 and 5 to brochure and any additional legal changes:

First- Dawn Hemmelgarn; Second- Diane Barrett

Motion Passed.

County Wide Strategic Plan

- Don: We have been in talk with stakeholders about coming up with a county wide strategic plan
 - This would be something that we could use 5, 10, 15 years down the road

- Coordination and process to be doing things right for the county
- Steps would be to form a committee and then to have the committee present process to the TDA board
- Everyone would know everything including the full process and plan
- Richard: The TDA should be a driving factor, not a bystander. This is not a marketing plan but product development
- Dawn: This board will be making decisions

Conflict of Interest: Richard Lundy

- A concerned citizen brought forth conflict of interest against McConnell group (who represents Defiant, the Equestrian Center and all of Rutherford County) because there is an RFP out for Henderson County
- Michelle explained the situation and made a statement that she would withdraw her name but needs confirmation from board to keep her
- Richard stated we cannot bind future boards
- Board does not see conflict of interest

Motion for legal counsel and to contact stakeholders: First- Amy Bridges; Second- Willard Whitson

Motion Passed.

Richard will email board with an update from legal and an update from the coalition.

Meeting Adjourned: 2:36

Next Board Meeting: February 25th at 12 noon at the Bechtler House