

Rutherford County Tourism Development Authority
Board Meeting

Call to Order: 12:05

Members Present: Amy Bridges, Barbara Meliski, Diane Barrett, Dave Long, Lynn Brown, Richard Lundy, Ruthie Hanson, Tammy Martell, Willard Whitson

Members Absent: -----

Ex-Officos Present: Eddie Holland, Paula Roach

Ex-Officos Absent: -----

Others Present: Apryl Tessener, Candace Hladick, Don Cason, Karen Tegen, Leniece Lane, Mark Teague, Media (1), Michelle Yelton, Taylor Hardin, Wesley Alexander

Public Comments:

Individual/Group: -----

Subject: ----

Summary: ----

Agenda (changes if necessary): Add "2016-2017 Meeting Dates Approval" after Strategic Plan

Approval: 1st: Barbara Meliski
2nd: Tammy Martell
Motion Passed

Prior Meeting Minutes (changes if necessary): No changes. Approval of June 16th and June 23rd.

Approval: 1st: Willard Whitson
2nd: Barbara Meliski
Motion Passed

Finance Report: Don Cason

- Year-end revenues were good.
- 128,000 Profit
- Revenues were up 16%
- Page 11 of the RFF shows a cash fund balance of \$531,000 from the original estimate of \$400,000-\$440,000
 - Due to:1) Marketing adjustment of \$32,000 to website design
 - 2) \$10,000 in increased revenues
 - 3) Wayfinding master plan - only \$9,000 was paid - \$39,000 to carry over
- The percentage grown shows trends

Approval: 1st: Amy Bridges
2nd: Willard Whitson
Motion Passed

Executive Director Report: Don Cason

- Continued to work on Welcome Center staffing and programs
- Attended Rutherfordton and Lake Lure Council Meetings
- Attended various committee meetings
- Worked closely with the McConnell Group on current/future Tourism marketing
- Website and Wayfinding committees and action
- Participation in two coffee talk meetings to stakeholders
- Attended reception for Governor

Marketing Update: Michelle Yelton

- Time of your life logos - will be reviewed by marketing committee
- Finalized FY 16-17 marketing campaign
- Public Relations this June was great - Last June was bad due to the transition
- We are planning on doing a quarterly sweepstakes
- June media impressions totaled 19,163,164
- For website analytics, 5 out of the 10 top pages visited were related to lodging
- The new website will consist of more analytics

Committee Reports

Wayfinding:

- In the process of putting out information to bid signs and info
- The contract to the town is in attorney's office for review
- The bid process ends August 3rd at 3pm - opening in Finance office
- Teague's office still needs to meeting with Bostic and Ellenboro; Ruth has been rescheduled
- The compass rose is ready to begin; just waiting on resurfacing

Website:

- Recommendation to board of Simpleview
- Simpleview helps with marketing as well
- After discussion, the board agreed that Simpleview would be the best company to go with

TAF:

- Redid budget
- Turned over FY
- Continuing Gold Mile installation

Executive Committee:

- New member orientation
- Budget discussion
- Agenda Approval
- Next steps for Strategic Plan
- Consideration of open hours at the Welcome Center during the Dirty Dancing Festival
- Recommendation to leave the Welcome Center open until 7pm for the Dirty Dancing Festival

2016-2017 Positions and Committees Assignments:

Chair: Recommend Richard Lundy to the Commissioners
First Vice Chair: Willard Whitson
Second Vice Chair: Dave Long

Treasurer: Amy Bridges
Secretary: Diane Barrett

Finance: 1) Amy Bridges (Chair)
2) Barbara Meliski
3) Diane Barrett

VIN-Wayfinding: 1) Amy Bridges
2) Barbara Meliski
3) Richard Lundy

VIN-Information: 1) Dave Long
2) Diane Barrett
3) Willard Whitson

Marketing: 1) Amy Bridges
2) Lynn Brown
3) Ruthie Hanson
4) Tammy Martell

Website: 1) Richard Lundy (Chair)
2) Dave Long
3) Tammy Martell
4) Willard Whitson

Tourism Asset Foundation: 1) Willard Whitson
2) Ruthie Hanson

Approval: 1st: Diane Barrett
2nd: Tammy Martell

Motion Passed

By the Numbers:

- Media Impressions are starting to increase
- More engagement with social media especially with Facebook and Instagram
- More video engagement

Tourism Strategic Plan: Don Cason

- Continuing work on plan
- Ready to start meeting with public sector

2016-2017 Dates:

July 14th, 2016 - Main Street Meetings, Forest City
August 25th, 2016
October 6th, 2016
November 17th, 2016
December 29th, 2016

February 9th, 2017
March 23rd, 2017 (Board Retreat)
May 4th, 2017
June 15th, 2017 (Public Hearing)
July 27th 2017 (First meeting of FY 17-18)

Approval: 1st: Barbara Meliski
2nd: Dave Long

Motion Passed

Announcements:

- The TDA staff will be going on a fam tour of the county
- July 19th at 530: unveiling of airport sign

Meeting Adjourned:

1:43pm

Approval: 1st: Diane Barrett
2nd: Amy Bridges

Motion Passed