

June 16th 2016 Minutes

Date: June 16th 2016

Time: 12:00pm

Location: Woodrow Jones Building

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

Members Absent: Dave Long, Diane Barrett, Jeff Bradley

Ex-Officios Present: Paula Roach, Eddie Holland

TDA Staff Present: Don Cason, Karen Tegen, Kayley Hargett, Sherri Seay, Taylor Hardin

Others Present: Apryl Tessener, Candace Hladick, Connie Dalziel, Heather Meech, Lynn Brown, Mark Teague, Media (2), Michelle Yelton, Maggie (Intern for Forest City and RTR)

Meeting Called To Order At: 12:07

Public Comments: None

Addition To Agenda: No Changes

Motion To Accept Agenda As Presented: First-Dawn Hemmelgarn; Second-Amy Bridges

Motion Passed.

Approval Of Previous Meeting's Notes: No Changes Made

Motion to Approve Notes as Minutes with change: First-Amy Bridges; Second-Barbara Meliski

Motion Passed.

Finance Report: Don Cason

- One month left to collect occupancy tax and we are already over estimated collections. Plan to see \$ 35,000-\$40,000 over projections.
- May year to date RFF shows 15% increase in collections. Expect to end fund balance at \$440,000+

Motion to Approve Finance Report: First- Dawn Hemmelgarn; Second-Barbara Meliski

Motion Passed.

2016-2017 Budget: Don Cason

- The ordinance and the 16-17 budget column on page 11 shows an increase of 5% in revenue for the new FY.
- We were efficient in cost management.
- There are three large components that build up the 2016-2017 budget.
 - 1) New Website
 - 2) Wayfinding Sign Implementation Project that goes into Fund Balance
 - 3) County Wide Tourism Strategic Plan

Motion to Approve 2016-2017 FY Budget as Presented: First: Barbara Meliski; Second: Willard Whitson

Motion Passed.

Executive Director Report: Don Cason

- Continued work on 2016-2017 Budget
- Began one on ones with Welcome Center staff
- Work with McConnell Group and JM Teague to wrap up their year
- The Welcome Center is now fully staffed

Marketing Update: Michelle Yelton

- Beginning to brainstorm ideas for the Dirty Dancing festival that the Hickory Nut Gorge Chamber now owns
- Time of your life campaign for summer is being implemented
- 2016-2017 marketing plan. (Can be found on County website for Tourism.)
- Passed out some ad placements.
- Planning the TDA coffee meetings.
- Total Media Impressions for April: 7,453,242
- Total Media Impressions for May: 8,566,406
- Website activity is taking off - more time is being spent on each page

Travel Guide Distribution:

- TDA staff traveled across the state to distribute travel guides to state Welcome Centers
- Travel guides were placed in the Charlotte Airport and the Ashville Airport

Committee Reports:

Wayfinding – Mark- Going into each town to discuss the plan for Wayfinding signs.

- Wayfinding helps a community but with all of the variables there is no way to quantify it- still researching.

- Airport- compass rose is still set to be completed

- Info stands- board should review contract-waiting for attorney to approve

- Website – Don Cason – Four companies presented. Narrowed down to two. Committee will meet to follow up and choose a company
- TAF – Willard Whitson – Gold Mile is being installed.

- Continued development of rifle display

- Director Search – Richard – Numerous applications submitted. Completed two rounds of interviews and narrowed down to two candidates.

- Committee will come back to board with a recommendation.

- Executive – Richard – Reviewed budget and agenda for this meeting. Held discussions about Wayfinding.

By the Numbers:

Social Media is consistent with PR-placing more focus on Instagram and starting to dive into Snap Chat-growing list of followers now.

County Wide Strategic Plan: Don Cason

- All towns have been contacted
- Delay on private sector-hoping to pick back up soon

Announcements:

Amy Bridges - 4th Fridays on Main

- July 4th – county wide event at the Owls Stadium – Freedom Fest

- Vote McNair Field as number 1 for the baseball digest.

Taylor- Please consider positions and committees-votes to be taken at next meeting

Next Board Meeting: Will be mid-July. Taylor will email the date.

Meeting Adjourned: 1:32