



**RUTHERFORD COUNTY TOURISM  
DEVELOPMENT AUTHORITY  
JUNE 23, 2011 MINUTES  
THE MERCHANT ASSN., FOREST CITY, NC  
JOINT MEETING OF CURRENT & NEW BOARD**

**Current Members Present:** Gene Booth, Dan Hegeman, Dawn Hemmelgarn, Tom Judson (Chair), Sally Leshner, Keven McCammon, and Danielle Withrow

**Members Absent:** Dana Conner, Eddie Holland, Paula Roach, Lynn Smith

**New Members Present:** Jeff Bradley, Dwayne Harris, Denise Holland, Ann Washburn Hutchins, Bob Singer, Lisa Sullivan and Adrienne Wallace – (Current 2010-2011 members serving on new board: Dan Hegeman, Dawn Hemmelgarn and Sally Leshner)

**Staff Present:** Jackie Wallace (Administrative Asst. and Secretary to TDA board) and Michelle Whitaker (Executive Director)

**Call to Order**

Tom Judson called the meeting to order at 12:11 p.m.

**Additions/Deletions to Agenda**

Keven McCammon requested that the adoption of the bylaws attached to the new legislation be discussed following Public Comments. Keven McCammon made a motion to accept the agenda as adjusted. Seconded by Dawn Hemmelgarn. Motion carried.

**Public Comments**

Edith Bond thanked the outgoing board members for all their hard work and stated she looked forward to working with the new board.

Barbara Meliski addressed the board if reports from the HNG Chamber were needed to please let her now and they would be forwarded.

Keven McCammon stated that a regional agritourism event was taking place Saturday, June 25<sup>th</sup> with 25 farms on the tours covering four counties.

**Review of Minutes**

**May 2011 Board Minutes**

Adjustments to the minutes were as follows: add Dan Hegeman seconded, remove Sally Leshner as present. Under public comments begins with "Barbara request of TDA..." should read appoint someone. Page 4 on the top, while implied, should read "the bill was on the floor." Dan Hegeman made a motion to accept the minutes as modified. Seconded by Keven McCammon. Motion carried.

**Confirmation of Online Votes**

An online vote regarding line item transfers for FY 10-11 and FY 11-12 was conducted on Thursday, June 16<sup>th</sup>; all 8 votes sent in were in favor unanimously, none against. Tom Judson called for a confirmation vote of the online vote. Seconded by Keven McCammon. Motion carried.

**Welcome of New Board Members**

Tom Judson welcomed all incoming board members.

**Financial Reports**

*Michelle Whitaker, presenting*

Up 17.83% from May 2010. It is anticipated that by the end of this fiscal year we will hope to put about \$40,000 into the fund balance. Keven McCammon made a motion to accept the financial report as presented. Seconded by Dawn Hemmelgarn. Motion carried unanimously.

## **Marketing/PR Reports**

*Michelle Whitaker, presenting*

Michelle Yelton of The McConnell Group, is contracted with the TDA for PR. This month, Denis Krah from Germany came and toured all of North Carolina, specifically Rutherford County to visit the Dirty Dancing location and play a round of golf (on the course where a scene in Dirty Dancing was filmed). The stories generated from this visit are worth approximately \$139,000 to \$150,000 in ad value.

Michelle Whitaker indicated the website is and has been undergoing an overhaul and it is very different in how it works for us and our stakeholders.

## **Visitor Reports**

*Michelle Whitaker, presenting*

Typically the internet has been a big source for information requests; we also receive leads from reader cards that appear in magazines. The TDA sends out an average of 3,500 in visitor information mailings each month.

## **Updates – Events & Property**

*Michelle Whitaker, presenting*

This report shows the additions and deletions made by the TDA to the website (2 event additions for this month); reporting these additions and deletions helps keep track of attractions, accommodations, and events that come and go. We also get a Facebook report monthly on visits, likes, comments, and postings.

## **Legislation Update**

*Michelle Whitaker, presenting*

Our new legislation was passed on June 9, 2011 into law. The biggest shift in the new legislation is that the county commissioners now appoint the TDA board. The changes in the new legislation follow the uniform state guidelines on how TDAs operate.

## **VIN Committee**

*Danielle Withrow, presenting*

Rutherford County has visitors who come in from all different areas, so what the VIN committee is trying to do is make sure that visitor information is provided at a number of locations throughout the county. The committee is in the stages of how to make these sites information friendly as well as the locations of the mini-visitor centers. Along with the mini-visitor centers, the VIN is simultaneously working on wayfinding signage. We need to make sure that the visitor knows he or she is on the right track. Our goal is to have a visitor come to Rutherford County, stay longer and want to return in the future.

## **Adoption of Existing Bylaws by 2011-12 TDA Board – by 2011-12 Board**

Dan Hegeman made a motion to adopt the existing TDA bylaws on an interim basis as they affect the legislation. Seconded by Lisa Sullivan. The motion carried unanimously.

## **Election of Chairperson for 2011-12 TDA Board – by 2011-12 Board**

There was a discussion regarding the election of the chairperson; nominations for chairperson followed. Dan Hegeman nominated Sally Leshar for the position of chairperson to the 2011-12 TDA board. Seconded by Ann Washburn Hutchins. There being no further nominations, Tom Judson (2010-2011 current chairperson) called for a vote. Motion carried unanimously. Effective July 1, 2011, TDA Board Chairperson for 2011-12 is Sally Leshar.

Keven McCammon made a motion to adjourn. Seconded by Dan Hegeman. Motion carried unanimously.

Adjourned at 1:16 p.m.