

May 5th 2016 Approved Minutes

Date: May 5<sup>th</sup> 2016

Time: 12:00pm

Location: Woodrow Jones Building

Members Present: Amy Bridges, Barbara Meliski, Dawn Hemmelgarn, Dave Long, Diane Barrett, Richard Lundy, Tammy Martell

Members Absent: Jeff Bradley, Willard Whitson

Ex-Officios Present: Paula Roach

Ex-Officios Absent: Eddie Holland

TDA Staff Present: Don Cason, Karen Tegen, Taylor Hardin

Others Present: Candace Hladick, Mark Teague, Michelle Yelton, Media (2), Apryl Tessener

Meeting Called To Order At: 12:04

Public Comments: Private Citizen-Gayle Clayton-Talked about the TDA's advertising policy

Public Comments ended at 12:08

Addition To Agenda: No Changes

Motion To Accept Agenda As Presented: First-Dawn Hemmelgarn; Second-Dave Long

Motion Passed.

Changes to Previous Meeting's Notes: Under TAF Committee Report, change "trial" to "trail"

Motion to Approve Notes as Minutes with change: First-Dawn Hemmelgarn; Second-Diane Barrett

Motion Passed.

Treasurer Replacement: Postpone to July for new members

Executive Director Report: Don Cason

- Spent time working with county - building good relationships moving forward – learned about the county-wide EDC plan
- Spent time finalizing the budget
- Offering job to new welcome center host today pending background check

Finance Report: Don Cason

- Still looking like we will be in the \$10,000-\$13,000 “profit” range with an approximate \$400,000 fund balance
- We are at 95% occupancy tax collected of projected budget with 3 months of busy season to come

Motion to Approve Finance Report: First- Amy Bridges; Second-Diane Barrett

Motion Passed.

Marketing Update: Michelle Yelton

- Still in unplugged campaign
- Summer months will be spent focusing on trails
- Summer will consist of “Time of Your Life campaign”
- Need to attract TIEC visitors to Rutherford County
- Travel guide distribution plan is in the works-planning on a coffee talk to distribute guide and give updates
- URLs are in discussion-we need a URL that will pop up when you Google
- Between February and March- media impressions totaled approximately 14,000,000
- On our website, referral pages are starting to pick up with the busy season approaching

Committee Reports:

- Information – Dawn - Mobile Unit will be at TIEC Saturday for the first event
  - 6 remaining information stands need to be installed. Approx. \$4,500 to be done, in ground and gifted to towns.
  - Dawn made a motion to proceed in completing print and installation of info stands.

Amy Bridges-Second.

Motion Passed.

- Website – Going out for other companies. Pushing out the date to find the best company.
- Executive – Richard – We are working with Don and the staff to complete the budget

### Committee Reports Cont'd:

- Wayfinding – Mark- Going into each town to discuss the plan for Wayfinding signs. In master plan, 48 signs were identified. When meeting with towns there was an overlap. We need to approve the municipal mater plans.

- Amy Bridges made a motion to appropriate the \$24,000 to finish the Wayfinding municipal mater plans. Second-Dawn Hemmelgarn.

### Motion Passed.

- Director Search – Richard – HR reached out stating approximately 30 applications have been put in. The search committee will meet to start reviewing applications and schedule interviews- May 25<sup>th</sup> is tentative date for interviews.
- TAF – Michelle Yelton gave small presentation on TAF-how it began and what it was created for. Clint Calhoun added that the

-TAF By-Laws allow two spaces for TDA Board members. TAF asked for continued support from the TDA and for \$10,000 to help cover operational expenses going forward.

### County Wide Strategic Plan: Don Cason

- Don has began to meet with towns first before heading into the private sector
- The strategic plan is still a top priority

### FY 16-17 Budget:

- 5% Growth Increase
- Streamlining some expenses
- Wayfinding implementation-big expense
- Planning on a great year with continued growth

### Motion to Call for a Public Hearing on June 16<sup>th</sup> 2016 at 12 noon for the FY 16-17 budget

First-Diane Barrett; Second-Dawn Hemmelgarn

### Motion Passed.

Meeting Adjourned: 1:29

First- Diane Barrett; Second-Dave Long

Next Board Meeting: June 16th at 12 noon at the Woodrow Jones Building-Public Hearing