



**Members Present:** Dawn Hemmelgarn, Dan Hegeman, Lisa Sullivan, James Ledgerwood, Denise Holland, Ann Washburn Hutchins

**Members Absent:** Jeff Bradley, Tim Ferris, Dwayne Harris, Ruffin Tanner

**Others Present:** Paula Roach (Ex-Officio), Eddie Holland (Ex-Officio)

**Staff Present:** Jackie Wallace, Michelle Whitaker

#### **Call to Order**

Dawn Hemmelgarn called the meeting called to order at 12:22 p.m.

#### **Agenda**

No additions or deletions to agenda. Dan Hegeman made a motion to accept as presented. Seconded by Lisa Sullivan. Motion carried.

#### **August 29, 2013 Minutes**

Lisa Sullivan made a motion to accept as presented. Seconded by Dan Hegeman. Motion carried.

#### **September 30, 2013 Minutes**

Dan Hegeman indicated that the term “to discuss personnel issues” needed to be added after the General Statute number. Lisa Sullivan made a motion to accept the minutes as amended. Seconded by Dan Hegeman. Motion carried.

#### **TDA Activity Reports**

*Michelle Whitaker, presenting*

#### **Financial Report**

July down 8.74%, August down 4.83%, and September up just 0.06%. Feel that weather this summer has an impact. Motion to accept Denise Holland. Seconded by Lisa Sullivan. Motion carried.

#### **Asset Development**

Appreciation went to Michelle Yelton for her work at the first TAF fundraiser, which was well received.

#### **Marketing/Public Relations**

Updates and debugging to the website database are currently taking place. Plan to have a video of the app at the Alliance Conference.

#### **VIN Info / Staffing**



Rutherford County TDA  
Meeting Minutes  
October 24, 2013  
Lake Lure Inn & Spa – Powers Room  
Lake Lure, NC

Will have an interview on Friday, October 25<sup>th</sup> and looking through other applications for interviews next week for Tourism Information Assistants. Have met with Adrienne Wallace and discussed volunteer recruitment.

Currently in conversation with Satisfaction Services regarding secret shoppers.

**VIN Info /Welcome Center Development**

Maps are being developed based on visitor needs. The topo map is still in production, hoping to have it by the holidays. Welcome Center visitation is at 4,800 this month so far. Request for the information in the History Room to be in print form for visitors who would like to read the information but don't have time to stay.

**VIN Wayfinding**

Committee report was given by Dan Hegeman. Vision and goals have been reviewed; the wayfinding master plan is about to get underway.

**Adjournment**

Motion to adjourn by Dan Hegeman. Seconded by Ann Washburn Hutchins. Motion carried. Meeting adjourned at 1:00 p.m.