

September 16th Approved Minutes

Date: September 16<sup>th</sup> 2015 (rescheduled from September 10<sup>th</sup> 2015)

Time: 12:00pm

Location: The Bechtler House

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

Members Absent: Diane Barrett, Jamie Harris, Jeff Bradley

Ex-Officios Present: Eddie Holland, Paula Roach

TDA Staff Present: Michelle Whitaker, Karen Tegen, Taylor Hardin, Wesley Alexander

Others Present: Michelle Yelton, Mark Teague, Laura Greene, Raeann Turner

Meeting Called To Order At: 12:04 pm

Addition To Agenda: --- No additions to agenda.

Motion To Adopt Agenda: First – Amy Bridges; Second – Willard Whitson

Motion Passed.

Motion To Approve Prior Meetings Notes as Minutes: First – Dawn Hemmelgarn; Second – Don Cason

Motion Passed.

Finance Report: Michelle Whitaker

So far we have already collected 34.17% of our total collection projections for the 15-16 fiscal year.

Motion to Approve Finance Report: First – Willard Whitson; Second – Amy Bridges

Motion Passed.

Occupancy Tax Collections: Michelle Whitaker

- Discussion about upping the current projections for occupancy tax collections by either 5% or 10%.
- 5% would be way more conservative

Motion to Increase projected revenue by 5% from \$683,000 to \$770,041.

First- Dawn Hemmelgarn; Second- Willard Whitson

Wayfinding Discussion: Mark Teague

- We are cleared 100% for the Cherry Bounce Trail Signs.
- Next was presentation of money needed to complete Wayfinding signs throughout the county.
  - Grand Total: \$228,000
  - TDA short: \$15,530
  - Need an increase of Wayfinding money of \$78,000 to fund balance.

Motion to move \$15,000 from fund balance, to Wayfinding line item (510-03-000) to complete Cherry Bounce Trail Signs.

First- Dawn Hemmelgarn; Second- Don Cason

Visitor Information Projects: Karen Tegen

- Presentation of Projects would like to complete
  - Printing of new guides and maps
  - Carpet Repair
  - Miscellaneous Upgrades
  - Information Stands
  - Outdoor map
  - Interactive Screens
  - Water Fountain
- The Carpet repair is our number one priority as it is a hazard for visitors
- Total Cost is estimated to be \$5,500 to complete Carpet Repair

Motion to allocate \$5,500 from fund balance, to Building Repair and Maintenance Line Item (351-00-000).

First – Amy Bridges; Second – Don Cason

After further discussion, Finance Director and Ex-Officio Paula Roach, presented other info suggesting a change to the previous vote that would increase projected revenue by 5% from \$683,000 to \$770,041 the vote now reads:

-Motion to increase projected revenue by \$20,500 to replace previous vote of 5% increase.

First- Don Cason; Second- Willard Whitson

Reports from the Finance Director will be reviewed the upcoming month and sent to Administrative Assistant. New numbers will be given at the next board meeting.

Executive Committee:

Nominations: 1<sup>st</sup> Vice - Dawn Hemmelgarn

2<sup>nd</sup> Vice/Treasurer - Don Cason

Both accepted the nominations.

Motion to accept first and second vice chair as nominated.

First- Amy Bridges; Second- Barbara Meliski

Committees: (no vote required)

Finance Committee:

Paula Roach

Don Cason

Willard Whitson

Secretary:

TBD

Wayfinding Committee:

Amy Bridges

Barbara Meliski

VIN Info Committee:

Dawn Hemmelgarn

Tammy Martell

Tourism Asset Foundation:

Willard Whitson

Members absent to be added to committee at next board meeting:

Diane Barrett

Jeff Bradley

Jamie Harris

Marketing and Public Relations: Michelle Yelton

- Talked about the articles on display around the room and ROI on them.
- The McConnell Group will be adding ROI on their reports in the board packets.

Discussion of Future Board Dates:

Motion to Adopt Dates and Times of Future Board Meetings as follows:

July 30th, 2015-cancelled

September 10th, 2015

October 22nd, 2015

December 3rd, 2015

January 14th, 2016

February 25th, 2016

March 17th, 2016 (retreat)

April 7th, 2016

May 5th, 2016

June 2nd, 2016

June 16th, 2016 (public hearing)

First- Tammy Martell; Second- Dawn Hemmelgarn

Taylor Hardin asked board to update their contact information if necessary and to please leave their conflict of interest forms with her before leaving.

Meeting Adjourned: 2:03 pm

Next Board Meeting: October 22<sup>nd</sup> at 12 noon at the Bechtler House.