

**Rutherford County Tourism Development Authority
Board Meeting**

Call to Order: 12:04

Members Present: Amy Bridges, Dave Long, Diane Barrett, Lynn Brown, Richard Lundy, Ruthie Hanson, Tammy Martell, Willard Whitson

Members Absent: Barbara Meliski

Ex-Officos Present: Paula Roach, Eddie Holland

Ex-Officos Absent: -

Others Present: Don Cason, Karen Tegen, Taylor Hardin, Media (2), Michelle Yelton

Public Comments: ---

Agenda (changes if necessary): Remove J.M Teague Update. Move audit approval to just below finance. Below all all committee reports and add CS. 143-318.11(3) Attorney Client Privilege.

Approval: 1st: Tammy Martell
2nd: Willard Whitson

Motion Passed.

Prior Meeting Minutes (changes if necessary): No changes

Approval: 1st: Amy Bridges
2nd: Diane Barrett

Motion Passed.

Finance Report:

- January – Increased in revenues.
- December was decreased by 6.87% (positive news considering the fire and the timing of impact)
- \$6,300 over budget in collections in January
- \$41,000 over budget year to date
- All line items on budget

Approval: 1st: Willard Whitson
2nd: Diane Barrett

Motion Passed.

Audit

- The finance committee met. We use the counties services.
- The firm used is Gould Killian CPA.
- County will go out with RFP next year
- Slight increase this year-built in. \$4900-\$5050

Motion to recommend Gould Killian as our auditor for the 2017-2018 fiscal year: Amy Bridges

Second: Diane Barrett

Motion Passed:

Don Cason – Tourism Strategic Plan

- Staff is accumulating all county wide/municipality plans and will be sending to DbD for their review
- DbD is working on a POC survey

- Request from board to change their terminology away from committee
- March 9th – Dbd will be coming to the POC and providing input on the survey. 1pm-3pm at the Spindale house
- Planning process: November to December projected completion

Executive Director Report:

- Website review
- Staff evaluations
- Two coffee talks – better turnout.
- Welcome center retreat. Admin vs WC staff. Planning and vision retreat.
- NCTTC – biggest issue is statewide effort with school calendar. If things change we would have year round school.
 - Occupancy tax and how money is spent and could be spent
 - House bill two
 - State was having a lot of issues over 2016 and tourism was still up 8%

Welcome Center Update:

- People counter broken
- Wes is working with company to fix and apply the appropriate updates

Marketing Update:

- Gave two coffee talk presentations
- Rutherfordton and Forest City social media videos complete
- Redesigned stakeholder newsletter
- Media Impressions: 365,635,007
- Beginning spring content
- Preparation for website launch

Committee Reports

Marketing:

- Coffee talk recap
- Website discussion
- Mobile unit. Info committee recommended selling. Pursue value and get ready to sell
- WEG discussion. Potential committee
- Task staff with a more accurate way to have a room count in Rutherford County
- Task staff to look into occupancy tax collection
- Michelle gave a presentation on goals ROI – more to come at the retreat

TAF:

- Preparing exhibits to be unveiled in the house
- Continuing to sell gold mile coins

Website:

- End of February launch date
- Website committee staying intact until launched and website committee is ready to hand off to marketing committee
- Staff completed training
- February 15th at 2 pm at the Woodrow Jones building – training for stakeholders

Finance:

- Reviewed RFF
- Discussed Audit Contract
- Budget review and planning workshop

Information:

- Mobile Unit discussion
- Dave met with Marketing committee. Mobile unit is a marketing arm and wanted committees blessing to sell it
- Working on value of mobile unit now for govdeals
- Reviewed visitor experience forms
- Working on stakeholder books for Welcome Centers. May 1st deadline.
- Mobile marketing discussion and ways to be consistent without the mobile unit
- Moved to quarterly meetings

Executive:

- Website committee dissolve
- 2017-2018 Budget
- Overview of other committees

Wayfinding:

- Sign installation
- The DOT is aware of the county wide plan, they are actively looking for destinations
- Forest City: Updated site list went to the DOT, and mapping of Master Plan is complete
- Spindale: Ready to move forward as of January 2017
- Rutherfordton: Signs are being produced
- Ruth/Bostic/Ellenboro: Memo will be going out to them prior to the last install in which they will be included
- Lake Lure: DOT has giving their preliminary okay on chosen sites.
- Chimney Rock Village: They selected 3 locations
- Historic Markers Project: Karen will soon be touring the county to observe the markers and determine which ones could have pull-over spot established, and if any need replacing. \

C.S 143-318.11(3):

- Attorney/Client Privilege

Motion to go into closed session:

First: Diane Barrett
Second: Dave Long

Motion Passed. Entered closed session at 1:01pm

Motion to resume regular meeting:

First: Amy Bridges
second: Ruthie Hanson
Motion Passed. Resumed regular meeting at 1:30 pm

Announcements:

- Don: Keep Barbara in your thoughts and prayers through the fire of her business this morning.

Meeting Adjourned: 1:39

1st: Willard Whitson
2nd: Diane Barrett
Motion Passed.

Next meeting March 23rd 2017 at 12 noon in the Woodrow Jones Building