

**Rutherford County Tourism Development Authority  
Board Meeting**

**Call to Order:** 12:03

**Members Present:** Barbara Meliski, Dave Long, Diane Barrett, Lynn Brown, Richard Lundy, Ruthie Hanson, Tammy Martell, Willard Whitson

**Members Absent:** Amy Bridges

**Ex-Officos Present:** -

**Ex-Officos Absent:** Eddie Holland, Paula Roach

**Others Present:** Apryl Tessener, Candace Hladick, Don Cason, Karen Tegen, Taylor Hardin, Leniece Lane, Mark Teague, Media (2), Michelle Yelton

**Public Comments:** -

**Agenda(changes if necessary):** Under Wayfinding, add vote on vendor selection.  
At the end of the agenda under announcements, add C.S 143.318-11

**Approval:** 1st: Diane Barrett  
2nd: Barbara Meliski

Motion Passed.

**Prior Meeting Minutes (changes if necessary):** -

**Approval:** 1st: Diane Barrett  
2nd: Tammy Martell

Motion Passed.

**Finance Report:**

- Off to a great year start
- 11% increase from last year
- 13% of collections so far
- 5.6% increase over budget for month of June
- In RFF, all lines were within budget
- Page 9 of RFF under Wayfinding line item- need to make a budget amendment to reallocate \$35,000 from fund balance to Wayfinding (70-6520-510-03-000) in order to complete the remaining of the master plan implementation from last year.

**Vote:** 1st: Diane Barrett; 2nd: Ruthie Hanson  
Motion Passed.

**Finance Report**

**Approval:** 1st: Willard Whitson  
2nd: Barbara Meliski

Motion Passed.

**Executive Director Report:**

- TDA presentation to County Department Heads
- Attended Hampton Inn ground breaking
- Presented at Rutherfordton and Lake Lure council meetings – update on Tourism Advisory Committee
- Approved Wayfinding bid
- Simpleview contract approval
- Assisted IPDC with Regional input
- TDA Staff Familiarization Tours
- Two minute video shoot
- Met with private sector for Tourism Strategic Plan
- Attended NCTTC board meeting
- Attended VisitNC listening session
- Met Colton Overcash, rep. for Senator Thom Tillis, - Tourism Tour, Tourism Impact and African American Heritage
- Presented Tourism plan to EDC
- Attended luncheon for congressman McHenry

**Marketing Update:**

- Time of your life- implementation process
- First sweepstakes given away to Florida
- Photo shoot of towns
- Internal PR for July
- 8 ways to beat the heat
- Media tour for NC field and Family
- Annual ads
- Transition to fall color
- 3.5 million media impressions
- More social media involvement
- Web traffic - local traffic; need to push more to external market
- Google Analytics - Visit NC and Romantic Asheville - top searches
- 2 minute video will air on local CBS affiliates and on the discovery channel
- Working on a promo video for other towns

**Committee Reports**

**Marketing:**

- 1st meeting to be held in September

**Website:**

- Contract signed and approved for Simpleview
- 1st payment issued
- Initial meeting-pre-kickoff phone call
- Google analytics access has been granted
- Calls scheduled weekly between two teams
- One more website committee meeting to do switch over

**Finance:**

- Did not meet due to timing constraints
- Plan to get committee together in September
- Audit will start in next few weeks-complete in November

**Information:**

- Met Tuesday morning
- Brainstorming session

Date: .....8/25/16.....

Approved as Minutes: .....12/6/16.....

- Identify opportunities - brochure policy online
- Develop form - visitor "interview"/survey about experience
- mobile WC being underutilized
- Visual/electronic options for visitors

**Wayfinding:**

- Went through bid process (two bids in return)
- Recommendation of ACSM
- Bid price included fabrication and installation
- Airport being resurfaced in coming weeks - sept./oct. for compass rose
- Motion to use ACSM for fabrication and installation of Wayfinding Signs

**Vote:** 1st: Diane Barrett; 2nd: Willard Whitson

Motion Passed.

**TAF:**

- Cabarrus and McDowell counties joined the NC Gold Trail
- 17 additional coins are being installed into the Gold Mile(one will be the TDAs coin)
- Relative named after Christopher Bechtler toured house and gave a generous donation to help with promotion of house

**Executive:**

- Reviewed and Approved Agenda and Board Packet for Thursday Board Meeting with minor changes
- Overview of County Commissioner Meeting and EDC Meeting - Positive discussion about the Tourism Strategic Plan
- Wayfinding: Teague is working on the process to get the signs in the ground
- Committees: All committees have been formed with members. All committees will have met by end of September
- Welcome Center updates regarding Lake Lure and new to come Welcome Center in Rutherfordton
- McConnell Group- Reviewed and provided updates on programs
- County-Wide Strategic Plan: Discussed potential agenda for first Tourism Advisory Committee meeting
- IPDC: Working with IPDC on their SET program with regards to Tourism component
- Discussed vacant board seat
- Discussed NCTTC meeting

**Don Cason – Tourism Strategic Plan**

- Meetings with private sector are in place; now meeting with individuals
- October 12th or 14th are tentative dates for retreat at the Rutherfordton Clubhouse
- Coordinating with key speakers to determine date

**Welcome Center Updates**

- Traffic counts has increased throughout the summer
- Travel guides are being mailed out weekly

**Announcements:**

- Don attended meeting for world games 2018 - asking for a letter of support. We will write that and get it sent to appropriate person

**Closed Session**

- C.S 143.318.11 for personnel
- 2:00pm-2:14
- No action taken

**Meeting Adjourned:** 2:15 pm

2:15 pm

Next meeting October 6th 2016 at 12 noon in the Woodrow Jones Building