

Rutherford County Tourism Development Authority  
Board Meeting

Call to Order: 12:04

Members Present: Amy Bridges, Dave Long, Kitty McCammon, Richard Lundy, Willard Whitson, Lynn Brown, Mary Jaeger-Gale (phone), Jim Masek

Members Absent: Barbara Meliski, Jeff Geisler, Chuck Martell

Ex-Officos Present: Paula Roach and Eddie Holland

Others Present: Karen Tegen, Taylor Hardin, Don Cason, Media (1)

Public Comments:

Agenda (changes if necessary): -----

Approval: 1st: Jim Masek

2nd: Richard Lundy

Motion Passed.

Prior Meeting Minutes (changes if necessary): No Changes

Approval: 1st: Jim Masek

2nd: Richard Lundy

Motion Passed.

Finance Report:

- 48k over last year and 22k without 1%

- 6.4% over budget to date

- Summary of RFF – wages – under budget

Marketing and advertising – under budget overall. Some individual lines adjusted

All other line items in or under budget

Projects and Programs – Wayfinding – completion

Fund balance: 768k projected

Approval: 1st: Jim Masek

2nd: Richard Lundy

Motion Passed.

2017-2018 Audit

Presented by Paula from Finance Department

Gould Killian – Presented a clean opinion

Page 12 shows budget to actual

Official Fund Balance as of June 30<sup>th</sup> is \$805,051

Correspondence to management: page 3 acknowledges

STR program

Motion to accept the audit

Approval: 1st: Richard Lundy

2nd: Kitty McCammon

Motion Passed.

Executive Director Report:

- Overmountain Victory Trail Meeting
- Met with Zach Spurgeon for market study for ICC
- Several meetings with The Agency
- LL utility board
- Rutherfordton Town Council
- Gala event
- ARC grant status
- Worked on RFP for CycleNC

Welcome Center Update:

- Busy compared to prior years
- Busy time for time travel resort
- Day trip visitors

Marketing Update:

- Travel Guide changes have been handed over to Artfacturing to start the process
- Goal to go to printers end of February
- Ad Placements and media Mentions: Blue Ridge County, Go Magazine, 2019 Travel Guide
- Media Coverage Spotlight: Love Meg
- Upcoming Promos and Features: ROC, Destination Magazine, NC Beer Guys
- SEO Analytics: 2018 Year end review. Overall traffic increased by 53%. 98,865 unique visitors

Committee Reports

Marketing:

Reviewed Job Descriptions for Marketing and Communication Manager and Marketing and Administrative Coordinator

Recap of Don and Taylors Trip to Charlotte to visit the Agency

Proposal from the Agency

Talked to agency about taking over some additional responsibilities during the interim phase.

Recommendation from committee to enter into additional scope of work contract with The Agency through June 30<sup>th</sup>

Motion to enter into contract with the Agency for interim scope of work through June 30<sup>th</sup>

Approval: 1st: Kitty McCammon

2nd: Jim Masek

Motion Passed.

TAF: German Christmas went well. New faces and helped put BH on the map

Strategic Plan:

Motion to approve master implementation contract

Approval: 1st: Lynn Brown

2nd: Dave Long

Motion Passed.

Strategic Plan Continued:

Addendum to Master Plan contract. County wants to do a deeper dive with the planning process to include into the full master plan

Motion to approve the addendum contract

Approval: 1st: Lynn Brown

2nd: Jim Masek

Motion Passed.

Finance:

- Occupancy Tax Letter
- January RFF
- 2017-2018 Audit
- Budget Timeline
  - April 4<sup>th</sup> Board Meeting – Board Review Draft Budget
  - May 16<sup>th</sup> Board Meeting – Vote to take to Public Hearing
  - June 20<sup>th</sup> Board Meeting – Public Hearing and Vote on Budget

Wayfinding: No meeting

Update: Forest city signs at the half way mark

Ellenboro steering committee formed

Met with Bostic

Meet with Ruth tomorrow

Executive:

- Provided Wayfinding Update – Provided Installation Time-line and reviewed timeline for Ruth, Ellenboro and Bostic
- Reviewed Marketing– Reviewed Marketing Programs and Results from Marketing Committee, Reviewed Job Descriptions
- Provided staff program of work for 2018-2019 (Status of Marketing Manager position with current staff), Staff Reviews Complete
- Provided Welcome Center staff update and reviewed Welcome Center renovation project delay. Date TBD
- Board Meeting Agenda – Approved

- Provided TDA Tourism Master Plan Update –Discussed Kick-off and reviewed potential Funding Campaign
- Keep Rutherford County Beautiful - Summary Review and Need TDA Committee
- Provided TDA Community Grant Update
- Finance Committee – Review January RFF
- Discussed Board Retreat/Committees Program of Work

**KRCB:**

- 3 sub committees meeting individually
- 1 main committee for individual updates

Announcements:

Park open 7days/week in the winter

Meeting Adjourned:

1:10pm

Approval: 1st: Jim Masek

2nd: Amy Bridges

Motion Passed.