

July 26th 2018 Approved Minutes

Call to Order: 12:04

Members Present: Amy Bridges, Barbara Meliski, Dave Long, Jim Masek, Kitty McCammon, Lynn Brown, Richard Lundy, Willard Whitson

Members Absent: Chuck Martell, Ruthie Hanson

Ex-Officos Present: Paula Roach; Eddie Holland

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

Public Comments: ----

Agenda(changes if necessary): Add closed session for personal (G.S 143.-318.11) after announcements

Approval: 1st: Willard Whitson

2nd: Barbara Meliski

Motion Passed.

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

Approval: 1st: Barbara Meliski

2nd: Amy Bridges

Motion Passed.

Finance Report:

Occupancy tax collections continue to rise

41% increase over last year.

Year to date finished 194,000 or 21% over last year.

New properties, TIEC, STR, 1%

RFF Report: 114,000 over budget for revenues, marketing advertising under budget due to in-house work. Savings in Operations and Administrative. Under budget in office expense. Repair and Maintenance-delay in LL welcome center renovations. Over budget on professional fees due to attorney fees. Fund Balance at 745k.

Approval: 1st: Willard Whitson

2nd: Dave Long

Motion Passed.

Don Cason – Tourism Strategic Plan

Towns have draft of plan

Due back to Destination by design on August 8

Executive Director Report:

- NCEDC
- Staff one on ones
- Forest Owls Night

Welcome Center Update:

- LL delayed construction until December
- Monitoring attendance – Karen to begin tracking trends that affect visitation

Marketing Update:

Amy:

Summer photo shoot complete

SEO is up to date

SEO analytics can be found in packet

Website traffic increased 40+ %

Over 4,300 clicks to stakeholder sites

Media visits:

The movies that made us – dirty dancing

Lil mama – day trip blog

Isabella and Penelope

Lakes edition of our state magazine

Various media mentions from past visits

Various ad campaigns “feeling of the moment”

Internal marketing: WNC, Everything Rutherford, Ourstate, etc.

Travel Guides: will be at TIEC beginning now through end of calendar year

A2D: Daily Courier and Rutherford Weekly

Coffee Talks: August 8th at Burnt Shirt and August 9th at Days Inn

McConnell Group updates included with analytics of social media and ad words

Increase in social media platforms

Committee Reports

Marketing:

Focus on hospitality program

Vacation guide presence

Sponsorship with TIEC for parking lot booth – seeking volunteers

TAF:

- Deborah promoting Bechtler and the Gold Trail

- Musical fundraising event in October

- Beginning talk about increased responsibilities within the strategic plan

Finance:

No meeting this month

Grant:

No meeting this month

New applications coming in

Wayfinding:

Signs in ground next week

Info:

Guideline change in brochures

WEG:

Billboard on 74

Airport displays (Raleigh, Greenville, and Asheville)

Light pole Banners

Exec:

Tourism Strategic Plan Update

Wayfinding

A2D Discussion

Other committee updates

2018-2019 Positions

* Barbara Nominated Willard as Chair

* Barbara Nominated Dave as 1st vice chair

* Barbara Nominated Richard as 2nd Vice Chair.

* Lynn Nominated Amy as Treasurer

* Jim Nominated himself Secretary

Motion to Accept nominations as presented.

Approval: 1st: Barbara Meliski

2nd: Lynn Brown

Board Chair Recommendation:

Then TDA Board will make a recommendation, by unanimous vote, for Willard Whitson to be the 2018-2019 TDA Board Chair, to the County Commissioners to be voted on at the August meeting. Taylor will contact Hazel to make this recommendation on behalf of the TDA Board.

Committees:

Executive: (Don)

Board Chair: Proposed – Willard Whitson

1st Vice Chair: Dave Long

2nd Vice Chair: Richard Lundy

Marketing: (Amy)

Amy Bridges

Jim Masek

Lynn Brown

Kitty McCammon

Richard Lundy

Finance: (Taylor)

Barbara Meliski

Amy Bridges

Mary-Jaeger Gale

Info: (Karen)

Willard Whitson

Dave Long

Mary Jaeger Gale

Tourism Strategic Plan: (Don)

Kitty McCammon

Jim Masek

Richard Lundy

Willard Whitson

Dave Long

Grant: (Taylor)

Barbara Meliski

Ruthie Hanson

Kitty McCammon

Committees Cont'd:

TAF:

Willard Whitson

Ruthie Hanson

WEG: (Amy)

Dave Long

Willard Whitson

Chuck Martell

Lynn Brown

Wayfinding: (Karen)

Amy Bridges

Barbara Meliski

Richard Lundy

Jim Masek

Keep Rutherford County Beautiful: (Karen)

To be determined at a later date

Motion to vote on slate

Approval: 1st: Barbara Meliski

2nd: Richard Lundy

Motion Passed

RCTDA Board Meeting Dates:

All Board Meetings are held in the Woodrow Jones Building conference room at 12:00 noon unless otherwise noted in advance (please check TDA website for any location changes).

July 26th, 2018 – Rutherfordton Town Hall

September 6th, 2018

October 18th, 2018

November 29th, 2018

January 10th, 2019

February 21st, 2019

April 4th, 2019

May 16th, 2019

June 20th, 2019 (Notice of potential Public Hearing)

July 25th, 2018 (First meeting of FY 19-20)

Motion to accept dates as presented

Approval: 1st: Barbara Meliski

2nd: Amy Bridges

Motion Passed.

Closed Session: GS 143-318.11 (Personal)

Approval: 1st: Willard Whitson

2nd: Barbara Meliski

Motion Passed.

Motion to End Closed Session and Resume Regular Session: GS 143-318.11 (Personal)

No Action Taken.

Meeting Adjourned: 2:23

Next meeting at September 6th 2018

