

**Rutherford County Tourism Development Authority
Board Meeting**

Call to Order: 12:05

Members Present: Amy Bridges, Barbara Meliski, Dave Long, Diane Barrett, Lynn Brown, Richard Lundy, Willard Whitson

Members Absent: Ruthie Hanson

Ex-Officis Present: Paula Roach, Eddie Holland

Ex-Officis Absent: --

Others Present: Don Cason, Amy Brevard, Karen Tegen, Taylor Hardin, Leniece Lane, Media (2)

Public Comments: ---

Agenda(changes if necessary):

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

Motion Passed.

Prior Meeting Minutes (changes if necessary):

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

Motion Passed.

2017-2018 Budget

No questions or comments.

Finance Report:

- Year to date wrapping up at an approximately 83,000 increase, 10% over last year's receipts and 9% over budget.
- Growth occurred even with the wildfires in one of our biggest tourism parts of the county.
- Working through year-end financial information for year-end adjustments.
- Forecast for the new year is comfortable

Approval: 1st: Barbara Meliski
2nd: Dave Long

Motion Passed.

Don Cason – Tourism Strategic Plan

- Initial Plan developments presented to sub-committee
- Public meetings to take place in the near future.

Executive Director Report:

- Attended various rail trail meetings
- Bechtler raffle exhibit opening
- WEG Lodging Meeting
- Town Council Meetings
- Signed contract with STR
- TDA Coffee Talks

Welcome Center Update:

- Visitor update still rising
- Contracting works beginning now that in the new fiscal year
- Idea for signage in front of WJ building for

Marketing Update:

- Amy is new marketing and communications manager
- Focus for summer is things to do here, how to get here, places to stay, national picnic month in July
- Marketing on internal side did a photo shoot in chimney rock
- Fall preview: fall color, driving tours, art and mural tours
- TOYL Campaign
- Small Towns
- Website Analytics: New record: 8,000
- Social Media Growth

Committee Reports

Marketing:

- No meeting
- Hired Marketing and Communications Manager
- Amy and Don have been working with McConnell Group to redistribute responsibilities

TAF:

- Performing a year end assessment. This is an important time for TAF as it relates to the Bechtler House.
- Had a very successful opening with the riffle display.
- 3 original coins are back on site
- Trying to decide how to manage going forward.

Finance:

- Reviewed year-end financials. Adjustments to follow from the County Finance Department
- Committee members received copies of State Legislation regarding Occupancy Tax
- Update on Occupancy Tax program
- Occupancy Tax Flier to be distributed in August Tax Statements
- New staff member to the finance team - Angela

Information:

- No bids on the mobile unit
- Committee will be meeting to discuss a lower starting price

Executive:

- Provided Wayfinding Update – JM Teague Project Team currently working on project
- Website – live and working well
- Marketing Update – Marketing Committee did not meet this month. Amy Brevard started on 7/10/17
- WEG – Provided meeting summary from June 29 Hospitality Meeting
- Tourism Strategic Plan – Sub-Committee review – Additional input and timeline
- Budget 2017-2018 – Reviewed budget
- Welcome Center Update
- Discussed- marketing plan, vacation guide and web-site

2017-2018 Board Positions/Committees

Vote on presented slate
Approval: 1st: Barbara Meliski
 2nd: Amy Bridges
Motion Passed.

2017-2018 Board Dates

Vote on presented dates
Approval: 1st: Diane Barrett
 2nd: Lynn Brown
Motion Passed.

Announcements:

Amy: 5:30 old ace hard ware building – live music announcements
Popcorn plus open 10a-7p
Mexican restaurant open in 2 weeks
Cruise in the night prior to the board meeting
Aug 18-19 car show

Willard: Kid senses opened zap theatre

Don: Dirty Dancing Aug 18-19

Closed Session

Motion to go in closed session for attorney client privilege G.S 143.318.11

Approval: 1st: Dave Long
 2nd: Barbara Meliski

Motion to end closed session
Approval: 1st: Barbara Meliski
 2nd: Diane Barrett

Motion to resume regular session
Approval: 1st: Barbara Meliski
 2nd: Diane Barrett

No action taken

Meeting Adjourned:

1st: Amy Bridges
2nd: Diane Barrett
Motion Passed.

Next meeting August 31st, 2017 at 12 noon in the Woodrow Jones Building