

June 20th, 2019 Board Meeting Minutes
Approved July 25th, 2019

Public Hearing: 12:06

Motion to enter into public hearing regarding the 2019-2020 recommended budget.

Approval: 1st: Richard Lundy
2nd: Dave Long

Motion Passed.

Are there any comments regarding the 2018-2019 recommended budget?

Gayle Clayton: Clarification on what's included in the marketing and public relations section.

Taylor Hardin: It includes Marketing, Website, Graphic Design, Travel Guide, Retire NC, Wayfinding, Community Programs, Keep Rutherford County Beautiful, Group Sales, and Promotional Items

Motion to end public hearing regarding the 2019-2020 recommended budget.

Approval: 1st: Amy Bridges
2nd: Jim Masek

Motion passed.

This ends the public hearing regarding the 2019-2020 recommended budget.

Motion to call the board meeting to order

Approval: 1st: Mary Jaeger-Gale
2nd: Brandon Higgins

Motion passed.

Call to Order: 12:11 p.m.

Announced: Amy Bridges and Lynn Brown are leaving the board. Willard thanked them for their service on behalf of the board.

Members Present: Mary Jaeger-Gale, Jim Masek, Richard Lundy, Willard Whitson, Kitty McCammon, Dave Long, Amy Bridges and Brandon Higgins

Members Absent: Jeff Geisler and Lynn Brown

Ex-Officos Present: Paula Roach and Eddie Holland

Ex-Officos Absent: ---

Others Present: Don Cason, Taylor Hardin, Emily Ostertag, Destination by Design (1) and Media (2)

Public Comments: -----

Agenda (changes if necessary):

Approval: 1st: Richard Lundy

2nd: Kitty McCammon

Motion Passed.

Prior Meeting Minutes (changes if necessary):

Approval: 1st: Kitty McCammon

2nd: Amy Bridges

Motion Passed.

Finance Report:

2018-2019 Budget:

- Highlights:
 - Revenue streams continue to grow and expand. Up over \$8,000 from last year, despite no WEG. 43% increase from last year.
 - We are over budget \$164,000
- RFF Summary
 - Coming in over budget on revenues
 - Under budget on almost every other category:
 - Staff
 - Marketing, etc.
 - Administrative and operations (Welcome Center renovations did not take place)
 - Travel included a budget for training of staff, but this did not happen, and legislative trips to Raleigh also did not occur
 - Program and Wayfinding, because of less signs this category is also under budget
 - Fund balance in excess

Approval: 1st: Kitty McCammon

2nd: Brandon Higgins

Motion passed.

- **2019-2020 Budget:**
- Highlights:
 - Revenue projected to have a little over \$200,000 decrease in occupancy tax collection for next year, due to multiple reasons such as no WEG
 - Expenses under Wages will run flat for this year because county provides projection for benefits
 - Marketing and Advertising will have a \$70K increase largely because of the new marketing plan with The Agency
 - Admin. and Operations will anticipate an increase for restrooms at the Lake Lure Welcome Center
 - Office expenses remain flat
 - Travel budget has increased for training expenses and legislative trips
 - Professional fees have decreased
 - Projects and Programs will see Wayfinding finish-up in the next three months, with Ellenboro, Bostic and Ruth getting their signs.
 - Cash Fund balance will increase by \$78K with representation of about \$1 million.

**RUTHERFORD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE
FISCAL YEAR 2019-2020**

WHEREAS, the proposed budget for the Fiscal Year beginning July 1, 2019 and ending June 30, 2020 ("Fiscal Year 2020") was presented to the Rutherford County Tourism Development Authority Board on May 16th, 2019 by the Executive Director of the Tourism Development Authority, and

WHEREAS, on June 20th, 2019, the Rutherford County Tourism Development Authority held a public hearing on the budget pursuant to N.C. Gen. Stat. §153A-155;

NOW, THEREFORE, BE IT ORDAINED by the Rutherford County Tourism Development Authority Board, meeting on the 20th day of June, 2019;

REVENUES:

Occupancy Tax Receipts	\$ 1,354,285
Website/Vacation Guide Ads	\$ 20,000
Fund Balance Appropriated	\$ 0
TOTAL	<u>\$ 1,374,285</u>

APPROPRIATIONS:

Tourism-Related Expenditures (Special Projects)	\$ 421,500
Administrative	\$ 414,362
Professional Services	\$ 18,400
Public Relations & Marketing	\$ 425,350
Facilities	\$ 15,800
Reserve for Special Projects	\$ 78,873
TOTAL	<u>\$ 1,374,285</u>

GRAND TOTAL \$ 1,374,285

This ordinance shall be the basis of the financial plan for the Rutherford County Tourism Development Authority during the 2019-2020 fiscal year.

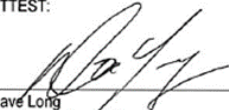
The Rutherford County Finance Officer shall administer the Annual Operating Budget and shall insure that operating officials are provided guidance and sufficient details to implement the budget. The Finance Officer shall also establish and maintain all records, consistent with this ordinance, and the appropriate state statutes of the State of North Carolina.

The Rutherford County Tourism Development Authority Executive Director shall be able to transfer up to \$10,000 between line items; however, the Board must approve any transfers in or out of the operating budget or salary-related line items, or for capital projects.

A copy of this ordinance shall be furnished to the Executive Director and the Finance Officer of the Tourism Development Authority to be kept on file for direction in the disbursement of funds.

Adopted this 20th day of June, 2019.

ATTEST:



Dave Long



Willard Whitson
Chair, Rutherford County Tourism Development Authority

Motion to approve 2019-2020 budget as presented

Approved: 1st: Richard Lundy

2nd: Amy Bridges

Motion Passed

Executive Director Report:

- Attended Spindale Water Treatment Facility Ribbon Cutting. Major project for the town and the county.
- Rutherfordton has built a new public works facility and we also attended this Ribbon Cutting, which had a great turn-out
- Blue Ridge Parkway Association Dinner, Tom Hardy retired as Director. Don and Mary Jaeger-Gale attended, and it was a great networking experience.
- Attended the Blue Ridge Parkway Association Annual Meeting, where several tourist communities from the surrounding

areas voiced what they are doing. Got to see and hear what Asheville is doing with their Asset Development Plan.

- Also attended the Over Mountain Victory Trail planning meeting

Welcome Center Update:

- Visitation continues to go up at the Welcome Center
- Will follow-up with Lake Lure on progress with the restrooms
- The self-service station is underway

Tourism Strategic Plan:

- Tim Johnson will give a grant update from DbD
- Providing funding to the town for specific projects
 - Chimney Rock and Spindale have had surveys for their streetscape projects
 - Kiwanis Park has received funding from the TDA
- Started working with local industries to introduce our County-Wide Asset Development Plan, which has been met largely with approval and appreciation
- Continuing industry meetings and follow-up into July
- Plan for working with industries in long-term will most likely be officially introduced in November
- TDA will be working with TAF, as they help us with receipts of funds
 - Grant process:
- **Destination by Design**
 - RHI legacy has invited Spindale to grant app for \$125k for the thermal belt rail trail
 - Chimney Rock - \$200k grant to connect village to flowering bridge
 - Paddle Trail has selected to river access points on the Broad River:
 - \$75k for river access development
 - RHI Legacy has asked that the TDA submit a \$75k application to match their funds for the river access
 - Total \$250k budget for the Paddle Trail with, currently, no TDA funds being used
 - Recreational trails program grant will need a motion from the TDA board, saying that the TDA will commit to the 25% match and the motion will be completed in 2 years
 - Will also need a signed no conflict of interest certification and a resolution of support

Motion: The Rutherford County Tourism Development Authority Board supports the Broad River Paddle Trail: US 221 Access Recreational Trails Program Grant Application and commits to providing the required 25% match via monies from the Rutherford County TDA Tourism Master Plan Capital Project Grant and/or additional grant funding secured in the future. The project will also be completed within the required two year time period.

Approval: 1st: Mary Jaeger-Gale
2nd: Amy Bridges

Motion passed.

Resolution in Support of Application to the 2019 Water Resources Development Grant Program – Broad River Paddle Trail: US-221 Access

WHEREAS, the Rutherford County Tourism Development Authority Board desires to sponsor, the Broad River Paddle Trail: US-221 Access, to provide a safe, legal, and developed access to the Broad River for recreation

NOW, THEREFORE, BE IT RESOLVED THAT:

- 1) The Board requests the State of North Carolina to provide financial assistance to Rutherford County Tourism Development Authority for the Broad River Paddle Trail: US-221 Access in the amount of \$50,000 or 50% percent of project construction cost, whichever is the lesser amount;
- 2) The Board assumes full obligation for payment of the balance of project costs;
- 3) The Board will obtain all necessary State and Federal permits;
- 4) The Board will comply with all applicable laws governing the award of contracts and the expenditure of public funds by local governments.
- 5) The Board will supervise construction of the project to assure compliance with permit conditions and to assure safe and proper construction according to approved plans and specifications;
- 6) The Board will obtain suitable spoil disposal areas as needed and all other easements or rights-of-way that may be necessary for the construction and operation of the project without cost or obligation to the State;
- 7) The Board will assure that the project is open for use by the public on an equal basis with no restrictions;
- 8) The Board will hold the State harmless from any damages that may result from the construction, operation and maintenance of the project;
- 9) The Board accepts responsibility for the operation and maintenance of the completed project.

Adopted by the Rutherford County Tourism Development Authority Board this ____ day of _____, 2019.

Clerk to the Council/Board

Chairperson of Board

Motion to approve resolution pending conditions of number 9

Approval: 1st: Richard Lundy
2nd: Kitty McCammon
Motion passed

Marketing Update:

- Internal Marketing:
 - Ad. placements and media mentions:
 - Our State Magazine included us in a ‘vacation experience’ they are selling packages for
 - Ad. in Country Living
 - Atlanta Magazine ran a quarter page ad
 - Southern Travel ran a half-page ad
 - Blue Ridge Country did a story on the Traveling Chimney Rock Postcard
 - NC was ranked as 2019’s #1 state for summer road trips
 - Lake Lure won a national award
 - Bing.com organically sponsored Chimney Rock
 - Articles still mentioning us because of our participation in the Battle of the Smokies Golf Tournament
 - Upcoming:

- Daily Courier Pocket Guide
- Video Production throughout the county with The Agency—will continue second week of July
- The clips will air starting July 8th during Good Morning America in Charlotte, Raleigh and in Nashville, TN
- The Agency:
 - 2 blogs in May with itinerary
 - 2 blogs in June with itinerary
 - website will be updated into a 'tile' view
 - Visitor and stakeholder newsletters
 - Continues meeting/communicating bi-weekly, both over-the-phone and in-person, with the TDA
 - Website:
 - Number of new users on our website has increased
 - Users of the website are largely female and between the ages of 55-64
 - Most users are from Charlotte, Raleigh, Forest City and Nashville
 - Overall use of website is up over 126%

Committee Reports

Marketing: (No meeting)

- Approved budget

Strategic Plan: Covered in the strategic plan update

TAF:

- There will be a presentation given at the next board meeting about the relationship between TAF and the TDA

Finance: (No meeting)

Grant: (No Meeting)

Information committee: (No Meeting)

Wayfinding: (No meeting)

Executive:

- Provided updates on Wayfinding's Ellenboro, Bostic and Ruth signs
- Approved board agenda for this meeting
- Update with Tourism Plan
- Program of Work and support from towns is very complimentary
- Given \$42k in county events and festivals
- Three open seats on TDA board to be filled

KRCB:

- Committee meets every other month, as well as its three sub-committees
- The Litter Pick-up Committee met and concluded there were 634 participants in April pick-up
- Brad Teague is working with local schools to promote litter-prevention education
- TDA is partnering with Artifacturing on several KRCB projects, such as a website for online donations
- Working with Town Managers to develop 501c3

Announcements:

- Amy Bridges (Cherry Bounce Festival): there was a good turnout for Balsam Range's performance on Friday night. Some people said they drive from over three hours away to be there. Saturday was also a very busy day for the festival.
- Willard: Kid Senses is coming ahead with Factory expansion. Within another month, the Phase 1 of construction will be complete. The farm tour was terrific. He will be the judge of the Pony Competition at the Saturday Night Lights event
- Taylor: travel guides are available for pick-up. The next board meeting will be July 25th and will be at Rutherfordton Town Hall again. The meeting will be a workshop to discuss and decide on TDA committees.

Meeting Adjourned: 1:25pm

Approval: 1st: Richard Lundy

2nd: Kitty McCammon

Motion Passed