

**Rutherford County Tourism Development Authority  
Board Meeting**

**Call to Order:** 12:05 p.m.

**Motion to enter Special Called Board Meeting:**

**Approval:** 1st: Kitty McCammon  
2nd: Jim Masek

Motion Passed.

**Members Present:** Willard Whitson, Jeff Geisler, Dave Long, Janet Mason, Kitty McCammon, David Hislop, Mary Jaeger-Gale, and Jim Masek

**Members Absent:** Brandon Higgins, Rocky Guarriello, and Richard Lundy

**Ex-Officos Present:** Paula Roach

**Ex-Officos Absent:** Eddie Holland

**Others Present:** Don Cason and Emily Ostertag

**Public Comments:** -----

**Additions / Deletions from Agenda:** ---

**Motion to approve Agenda:**

**Approval:** 1st: Jim Masek  
2nd: Janet Mason

Motion Passed.

**Are there any public comments regarding the 2020-2021 recommended budget?**

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**Budget Recap:**

- The TDA will be maintaining and enhancing all line items in the coming year, and is especially excited about what is to come for Marketing and Advertising
- We will continue to support all of the towns and county in their Rutherford Bound efforts
- The success of this budget will be completely dependent on the continued impact of COVID-19 and the state of the overall economy
- We are hoping to finish up at about \$700,000 Fund Balance

**Motion to approve the 2020-2021 budget as presented:**

**Approval:** 1st: Jim Masek  
2nd: Kitty McCammon

Motion Passed.

**Budget Ordinance:** Read in its entirety by Willard Whitson

RUTHERFORD COUNTY TOURISM DEVELOPMENT AUTHORITY  
BUDGET ORDINANCE  
FISCAL YEAR 2020-2021

WHEREAS, the proposed budget for the Fiscal Year beginning July 1, 2020 and ending June 30, 2021 ("Fiscal Year 2021") was presented to the Rutherford County Tourism Development Authority Board on May 14th, 2020 by the Executive Director of the Tourism Development Authority, and

WHEREAS, on June 18th, 2020, 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 22nd day of June, 2020;

REVENUES:	
Occupancy Tax Receipts	\$ 800,000
Investment Earnings	\$ 5,000
Misc./Website/Vacation Guide Ads	\$ 28,500
Fund Balance Appropriated	\$ 661,998
	<u>\$ 1,495,498</u>
	TOTAL
APPROPRIATIONS:	
Tourism-Related Expenditures (Special Projects)	\$ 480,000
Administrative	\$ 425,498
Professional Services	\$ 20,000
Public Relations & Marketing	\$ 549,400
Facilities	\$ 20,600
	<u>\$ 1,495,498</u>
	TOTAL
GRAND TOTAL	\$ 1,495,498

This ordinance shall be the basis of the financial plan for the Rutherford County Tourism Development Authority during the 2020-2021 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 22nd day of June, 2020.

ATTEST:

  
Dave Long  
1st Vice Chairman, Tourism Development Authority

  
Willard Whitson  
Chair, Rutherford County Tourism Development Authority

**Motion to accept the budget ordinance as read:**

Approval: 1st: Mary Jaeger-Gale

2nd: Jeff Geisler

Motion Passed.

**Motion to end Special Called Board Meeting:**

Approval: 1st: Jeff Geisler

2nd: Dave Long

Motion Passed.

**Meeting Adjourned:** 12:15 p.m.