

**Rutherford County Tourism Development Authority
Board Meeting**

Call to Order: 12:07

Members Present: Amy Bridges, Barbara Meliski, Dave Long, Diane Barrett, Kitty McCammon, Lynn Brown, Richard Lundy, Ruthie Hanson, Chuck Martell, Willard Whitson

Ex-Officos Present: Paula Roach, Eddie Holland

Others Present: Peter O'Leary, Ron Nally, Scott Webber, John Condrey, Doug Barrick, Media (2)

Public Comments: Ron Nalley – We appreciate the TDA board and the work done on the strategic plan. We found it valuable in Lake Lure. Town council has approved the deeper dive planning effort. There are five small area plans we want to get started in.

Agenda(changes if necessary): None

Approval: 1st: Diane

2nd: Barbara

Motion Passed.

Prior Meeting Minutes (changes if necessary):

Approval: 1st: Barbara

2nd: Willard

Motion Passed.

Finance Report:

- September receipts are up 5,746 or 4.68%
 - September YTD is under budget \$15,103 or 3.92%
 - July – Sept is actual Oct – June is Revised RFF.
- Summary has explanations

Approval: 1st: Barbara

2nd: Diane

Motion Passed.

Don Cason – Tourism Strategic Plan

- Towns present to support plan
- Still need to go into additional funding
- Lake Lure council has approved their piece
- Doug – how can we leverage funds that are not ours. We have to make our home a better home. You showed us pictures but not foundation plans. We need plans. We all (towns) supported you on the occupancy tax with the understanding of this vision
- Barbara- One of the reasons we selected DbD is because they had a great follow through
- Lynn – I am excited as a relatively new resident that as the first time in 10 years, we are all playing well in the sand box. Thanks to the towns for that. Board, keep in mind that we came together for a plan.
- Diane – through the funding here we can be more explicit
- Amy – from working with grants, our towns do not have the funds to be able to do this. This is leveraging money
- Kitty – agree this is leveraging money. Towns will be able to tell us what they want
- Chuck – need to leverage. We need to have towns pledge the fact they are bringing projects to the table
- Eddie Holland – when elected my goal was to build an EMS station took 7 years. This board is making plans and making things happen. One of the best board I have worked with.
- Richard – We cant lose focus and unity. Momentum is going in the right direction

- Don: We can pull \$250,000 from FB (\$190,000 to split between all the towns minus Forest City. \$60,000 to Forest City for the bridge. Forest City does not need additional plans.
- Chuck: Contract – joint ownership – contract to be changed – language for DbD work with towns on priority and budget
- Lynn- bottom line is: this is achievable

- Motion to re-allocate \$250,000 from FB to deeper dive of tourism plans (70-6520-191-00-000) with collaboration of towns listed in attachment.

1st: Lynn Brown

2nd: Diane Barrett

Motion Passed.

- Motion to enter into contract with DbD pending attorney changes.

- Taylor will email contract after changes are made to full board.

1st: Barbara Meliski

2nd: Dave Long

Motion Passed.

Executive Director Report:

- Attended IPDC housing meeting – Discussed affordable housing
- Tourism Master Plan – met with Town partners to confirm support
- Attended NCTIA Annual Meeting – Tourism updates from state and networking with state Tourism stakeholders and state representatives
- Congressman McHenry Meeting – presented Tourism impact for RC and HNG
- Attended and participated in Chimney Rock Skyline Trail Opening - 800 Steps + 2 mile trail
- Attended HNG Annual Chamber Meeting – Networking and Support for Chamber

Welcome Center Update:

- Wesley Resigned
- Sherri Resigned
- Traffic continues to be steady
- Survey results shows great visitor interaction

Marketing Update:

- Website transitioned
Seasonal
- PR had a great fam tour in Aug for DD festival
- Working to get more media here and involved
- Stakeholder newsletter
- Working on holiday

Committee Reports

Marketing:

- Want better performance on website – looking into SEO and where we are lacking – looked through quotes
- Had four vendors come in

Richard: requesting for board to give ideas for coffee talks for marketing committee to help with the turnout

TAF:

- Crafting position description for someone to part-time staff
- Map is being designed for the trail

Grant:

- Reviewed application
- Motion to approve application
- 1st: Diane Barrett
 - 2nd: Barbara Meliski
- Motion Passed.

WEG committee:

- Schedule meeting with Polk County and Lexington
- Schedule meeting with TIEC
- Staff looking into marketing ideas

Executive Committee:

- Provided Wayfinding Update
- Reviewed Marketing Committee meeting and Website Optimization
- Discussed Marketing process for TDA
- Provided update on staff progress for marketing
- Provided WEG update – partner with Polk County
- Provided Welcome Center staff update
- Reviewed board meeting agenda
- Provided TDA Tourism Master Plan Update
- TDA coffee Talks on Oct 11&12

Announcements:

- New Board Members
- Main street trick or treat - Rutherfordton, Forest City, and Chimney Rock
- Forest City - Creepin on main
- Twisted Pair – shag lessons
- Kid senses – expanding museum for kids 11-teens

Motion to enter Closed Session GS 143-318.11 (Attorney Client)

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

Motion Passed.

Motion to end closed session

- 1st: Amy Bridges
- 2nd: Barbara Meliski

Motion Passed.

Meeting Adjourned: 2:36 PM