

**Rutherford County Tourism Development Authority
Board Meeting**

Call to Order: 12:06

Members Present: Amy Bridges, Dave Long, Jim Masek, Kitty McCammon, Lynn Brown, Richard Lundy, Chuck Martell, Willard Whitson, Kitty McCammon, Mary Jaeger-Gale

Members Absent: Barbara Meliski

Ex-Officos Present: Eddie Holland, Paula Roach

Ex-Officos Absent: ----

Others Present: Amy Brevard, Don Cason, Taylor Hardin, Media

Public Comments: ---

Agenda (changes if necessary): Move Marketing Committee Recommendation to after closed session

Approval: 1st: Lynn Brown

2nd: Mary Jaeger-Gale

Motion Passed.

Prior Meeting Minutes (changes if necessary): No Changes

Approval: 1st: Amy Bridges

2nd: Lynn Brown

Motion Passed.

Finance Report:

- RFF: Revenues for first quarter is up 44% over last year without the 1% it would have been up 19%

- 1.42% over budget

- Budget Amendments

1. Reallocate unspent purchase order from 2017-2018 fiscal year of \$163,598 from the Wayfinding Line Item (70-6520-510-03-000) into this current budget.

2. Reallocate unspent purchase order from 2017-2018 fiscal year of \$67,560 from the Strategic Plan Line Item (70-6520-191-00-000) into this current budget.

- Motion to approve Budget Amendment 1.

Approval: 1st: Chuck Martell

2nd: Dave Long

Motion Passed.

- Motion to approve Budget Amendment 2.

Approval: 1st: Chuck Martell

2nd: Amy Bridges

Motion Passed.

- Motion to approve Finance Report.

Approval: 1st: Richard Lundy

2nd: Kitty McCammon

- Motion Passed

Executive Director Report:

- All wayfinding signs are in Chimney Rock, Lake Lure, Rutherfordton, and Spindale. Forest City is almost complete
- IPDC conference
- HNG annual meeting
- Visit NC marketing update

Board Member request for Don to document key points of important meetings.

Welcome Center Update:

- Karen out for surgery. Staff is stepping up to keep things moving
- Lake Lure timeline for Welcome Center renovation bid – December, Construction – Memorial Day
- Traffic numbers are down but visitor guides request increase

Marketing Update:

- Visit NC regional marketing meeting – learned about VisitNC advertising co-op opportunities and marketing updates
- Executed WEG Marketing plan
- Coordinated WEG Booth
- 800 pitch sheets and swag items in media bags
 - Guides at TIEC at check in for remainder of year
 - Group tour tab launched on website
 - Media spotlight – Christine Scarpelli channel 7 for Arts and Crafts festival
 - Upcoming promotions – social media contest with Southern Trout magazine
 - ROC back cover in race series booklet
 - Wilson from WCCB – Charlotte
 - Blue-ridge digest magazine social media
 - Carolina climbers
 - Isabella and Penelope here now
 - Love Meg coming in November
 - NC Beer guys coming in December
 - Destination Magazine coming in December
 - Travel Guide – 35k sent to date
 - New cover photo shoot to take place in October
 - Travel guide ads projected revenue of 14k
 - SEO analytics – still seeing increases. Traffic on website up 23%
 - Marketing and PR Blog Updates
 - Keywords
 - Social Media increasing = influencers

Committee Reports

Marketing:

- TDA Marketing Outsourced Contract Needs Bid Presentations
 - 10:00 Greenstone Media
 - 10:30 The Agency
 - 11:00 Destination by Design

11:30 McConnell Group

- After hearing all four presentations the Marketing committee unanimously decided to award the outsourced marketing items to The Agency pending board vote and approval at the October meeting.
- Next meeting will be to hear website ad sales presentation from Simpleview to determine options.

Strategic Plan:

- Document is complete
- Moving into implementation and funding process
- Committee has been formed of town managers and key county, exec board is on committee
- Resolution presented to divide the money evenly among the towns – funds have to be matched and be inclusive of supporting projects within the plan
- Motion to accept the recommendation

Approval: 1st: Mary Jaeger-Gale

2nd: Amy Bridges

- Motion Passed

TAF:

- Discussion about how TAF can assist TDA with strategic plan

Executive Board

- Provided Wayfinding Update – Provided Installation Time-line and Reviewed timeline for Ruth, Ellenboro and Bostic
- Reviewed Marketing– Reviewed Marketing Programs and Results from Marketing Committee Interviews
- Provided staff program of work for 2018-2019 (Status Update)
- Provided WEG update – Discussed WEG Wrap Up
- Provided Welcome Center staff update and reviewed Welcome Center renovation project delay.
- Board Meeting Agenda – Approved
- Provided TDA Tourism Master Plan Update – Plan Complete. Discussed Kick-off and reviewed Potential Funding Campaign
- Keep Rutherford County Beautiful - Summary Review and Need TDA Committee
- Provided TDA Community Grant Update
- Board Member Seat Open – Commissioners to Vote November 5th
- Discussed Next Coffee Talks – December 5th and 6th
- Finance Committee – Review October RFF

Keep Rutherford County Beautiful:

- First committee meeting last week
- Formed three different committees
 - Litter Pickup
 - Education/Marketing
 - Administration/Policies
- New Mascot Introduction
 - Roxi made an appearance

Motion to enter Closed Session G.S 143-318.11(Personnel)

- Approval:** 1st: Richard Lundy
2nd: Mary Jaeger-Gale
- Motion Passed

Motion to end Closed Session G.S 143-318.11(Personnel)

- Approval:** 1st: Amy Bridges
2nd: Dave Long
- Motion Passed

Motion to pursue raise for Executive Director with County guidelines

- Approval:** 1st: Richard Lundy
2nd: Jim Masek
- Motion Passed

Motion to bring the Agency Marketing Group for consideration and recommendation

- Approval:** 1st: Lynn Brown
2nd: Jim Masek
- Motion Passed

Meeting Adjourned: 2:27 pm

Next meeting November 29th at 12 noon in the Woodrow Jones Building