

**Rutherford County Tourism Development Authority  
Board Meeting**

**Call to Order:** 12:06

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

**Members Absent:** Ruthie Hanson

**Ex-Officos Present:** Paula Roach, Eddie Holland

**Ex-Officos Absent:** -

**Others Present:** Candace Hladick, Don Cason, Karen Tegen, Taylor Hardin, Mark Teague, Media (1), Michelle Yelton

**Public Comments:** -

**Agenda(changes if necessary):** Move all Wayfinding discussion to be moved after the county-wide strategic plan. In Wayfinding discussion add closed session for GS 143.318.11(3)(a)- attorney-client privilege and G.S 143.318.11(a)(5) for contract negotiation

**Approval:** 1st: Barbara Meliski  
2nd: Tammy Martell

Motion Passed.

**Prior Meeting Minutes (changes if necessary):** On the agenda "C.S." should be changed to "G.S."

**Approval:** 1st: Diane Barrett  
2nd: Willard Whitson

Motion Passed.

**Finance Report:**

- Revenues still strong
- 15.63% growth from last year
- 8.45% over budget
- \$18,500 increase or 7.5%

**Finance Report**

**Approval:** 1st: Lynn Brown  
2nd: Diane Barrett

Motion Passed.

**Executive Director Report:**

- ARC Conference in Johnson City TN - attended with County Manager and EDC Director – about Economic Development
- SET 5 with IPDC
- WC opening
- Coffee talks
- Town meeting
- Preparation for TAC retreat

**Welcome Center Update:**

- Visitor numbers are growing
- Dirty Dancing Mural is complete and a huge success
- The foundation rock is in place

**Marketing Update:**

- Several media tours in August
- Blogs have been a huge hit
- Official best of video shoot
- Coffee talks- working on developing those further to have a theme
- Continuing partnership with Romantic Asheville
- Visit NC enhanced listing
- Working on Holiday events now
- August media impressions - 11,106,365
- Top traffic location is Charlotte
- Top keyword search is Rutherfordton NC

**Committee Reports**

**Marketing:**

- TOYL toolkit
- Other marketing ideas for TOYL toolkit
- ROI on advertising slides

**Website:**

- Went through Simpleview's plan process
- Leniece and Karen are using Trello to stay on track with the project
- Leniece gave CRM demo
- Committee made the decision to stay separate from the marketing committee at this time
- Next meeting: 10/14/16 at 3pm

**TAF:**

- Added two more counties to the NC Gold Trail
- Completed kids activity book
- Completed fieldtrip program flyer
- Installed second set of Gold Coins on the Gold Mile Trail
- Started building the Hidden Floor of Gold exhibit at the Mint Site
- Willard is working on the raffle display case

**Finance:**

- Reviewed the RFF report
- Committee is comfortable with the RFF process and wants the board to receive it on a 6 week completion basis

**Information:**

- Rutherfordton Welcome Center open house went great
- Discussed brochure policy
- Books are available for what we actually offer and will be located in the Welcome Centers for viewing
- Sending Thank-yous via email for visitors to the county that sign in at the Welcome Center

**Executive:**

- Discussion of Wayfinding
- Discussion of TAC
- Simpleview discussion

**Don Cason – Tourism Strategic Plan**

- October 12th 2016 from 9-1 is the first TAC meeting
- Board is invited
- Rutherfordton Clubhouse
- Advisory committee is in place
- Agenda and RFP going out today

**Wayfinding:**

- Air markings late October / early November
- Historical Markers- Laura identified all but 3 of 30 which are missing. Map and auto trail is the idea for the future. need to get new pictures to update the website.

**JM Teague Update**

- Map produced shows phase 1 and phase 2
- Implementing municipality master plans
- Wayfinding committee to reincorporate updating gateway signs
- Wayfinding program: G.S 143.318.11(a)(3)  
G.S 143.318.11 (a)(5)

Board went into closed session 1:35 pm

Motion to end closed session 1:50pm

1st: Barbara Meliski; 2nd: Dave Long

Motion Passed.

Motion to Resume Board Meeting: 1:54pm

1st: Amy Bridges; 2nd: Barbara Meliski

Motion Passed.

Motion for TDA to accept ownership of county signs including Bostic, Ruth, Ellenboro and everything that encompasses.

1st: Barbara Meliski

2nd: Dave Long

Motion Passed.

**Announcements:**

- Willard- Rutherfordton tree lighting strands
- Mooneyham public library Oct 17; 3-5 event
- Chamber - service project at Shiloh next Thursday

**Meeting Adjourned:** 2:24 pm

1st: Amy Bridges; 2nd: Barbara Meliski

Motion Passed.

Next meeting November 17th 2016 at 12 noon in the Woodrow Jones Building