

**Rutherford County Tourism Development Authority
Board Meeting**

Call to Order: 12:15

Members Present: Amy Bridges, Barbara Meliski, Dave Long, Jim Masek, Kitty McCammon, Willard Whitson

Members Absent: Chuck Martell, Lynn Brown, Richard Lundy, Mary Jaeger-Gale

Ex-Officicos Absent: Paula Roach, Eddie Holland

Others Present: Don Cason, Taylor Hardin, Amy Brevard, Karen Tegen

Public Comments: None

Agenda(changes if necessary): ---

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

Motion Passed.

Prior Meeting Minutes (changes if necessary): Correct Attendance for Jim

Approval: 1st: Kitty McCammon
2nd: Barbara Meliski

Motion Passed.

Finance Report:

- Revenue receipt are up over prior year/budget
- RFF Summary shows actual numbers for July and August

Approval: 1st: Barbara Meliski
2nd: Jim Masek

Motion Passed.

Don Cason – Tourism Strategic Plan

- Plan is complete. Working on printing of plan
- Funding committee to meet on September 14
- Plan for funding and distribution in the works
- Willard and Don met with Visit NC to discuss plan

Executive Director Report:

- Strategic Plan – various committees
- ICC Ground breaking
- Wayfinding ribbon cuttings
- coffee talks
- Patrick McHenry
- State tourism meeting

Welcome Center Update:

- 1100 people on Saturday of dirty dancing alone
- Business continuing as usual

Marketing Update:

Amy:

- Attended Visit NC Media Mission
- WEG marketing plan – RC items in media bags with pitch sheet (1000)
- Mountain breeze community events
- Coffee Talks in August: Burnt Shirt and Days Inn
- July and August SEO numbers provided
- Media Visits: Isabella and Penelope, Carolina Magazine, NC Beer Guys, and Destination Magazine
- Media Mentions: Our State, Clue Ridge Country, Foothills Equestrian, Local Media
- Fall Ad Campaigns
- Travel Guide: 25k copies distributed
- RC Airport Display Updated
- Asheville Airport Loop Video Sept/Oct in Baggage Claim and in Guest Services
- TDA Everywhere/Wayfinding Everywhere photos
- Itineraries
- Great Media Coverage and Analytics Provided by McConnell Group
- Great social media engagement

Committee Reports

Marketing:

- RFP sent out for outsourced marketing needs
- Media mission for Fall – Pitched to over 30 journalists
- Distributed over 21,000 travel guides to date.
- Discussed 2019 Travel Guide Production
- SEO for website going well

WEG:

No meeting

- Bill board
- Vacay guide on site through DEC of 19
- Booth at Parking lot E of WEG
- 2 line mention on bus
- Swag Bags – 2 days in media room
- A2D Program – Discussion of renewal to occur closer on to expiration in June

TAF:

- German themed Christmas
- Discussion about how TAF can be of help to the Strategic Plan
- Blue Ridge Numismatic Coin Convention
- Exhibit to be at SC Numismatic Association in Greenville at end of October

Finance:

- Reviewed wrap up of 17-18 year
- Discussed carry over of purchase orders from 17/18 into 18/19
- Reviewed 18/19 budget
- Provided STR Update

Grant:

Approved 5 applications
Fund disburse to occur soon

Wayfinding:

No Meeting
Signs in Rutherfordton, LL, CR and Spindale
Footers to be installed in Forest City this week/weekend
Discussion to begin in Bostic, Ellenboro and Ruth

Info

No Meeting

Keep Rutherford County Beautiful to meet October 11
TDA board committee not to be formed at this time

TSP:

- Tourism Plan Review – Bring Committee up to date on process and status
- Implementation overview – Accountability Partners
- Public Release Timeline - Brainstorm possible time-lines – after WEG
- Plan/Implementation Kick-off - Format to introduce Master Plan to public
- Funding Campaign Brainstorming – Partnerships to be formed and Capital Raising Program
- Grant Process – TDA to establish Grant Program

Exec:

- Provided Wayfinding Update – Provided Installation Time-line
- Reviewed Marketing– Reviewed Marketing Programs
- Provided staff program of work for 2018-2019 (Status Update)
- Provided WEG update – Discussed Hospitality Training. Trash and Community clean-up, WEG Marketing
- Provided Welcome Center staff update and reviewed Welcome Center renovation project delay. Date TBD
- Board Meeting Agenda – To Follow
- Provided TDA Tourism Master Plan Update – Plan Complete. Discussed Kick-off
- Keep Rutherford County Beautiful - Summary Review

Announcements:

FC WEG banners are up
2 events: diamond river band sept 15
Thursday sept 20 – ol' 74 jazz
Amphitheater to open Oct 27

Kid Senses – Fundraising Gala on November 3rd at foundation 7pm-11pm – Kate the Chemist – Food by copper penny – auction items

Motion to adjourn

1st: Barbara

2nd Kitty

Motion Passed

Adjourned 1:28

Next meeting October 18th at 12 noon