



**RUTHERFORD COUNTY TOURISM
DEVELOPMENT AUTHORITY
BOARD MEETING MINUTES
THE FOUNDATION AT ICC
APRIL 28, 2011**

Members Present: Dana Conner, Dan Hegeman, Dawn Hemmelgarn, Eddie Holland (Ex-Officio), Tom Judson, Sally Leshner, Keven McCammon, Lynn Smith, Danielle Withrow

Members Absent: Gene Booth, Paula Roach (Ex-Officio)

Others Present: Edith Bond (HNG Chamber), Barbara Meleski (Mayor Chimney Rock Village), Jean Gordon (Daily Courier), Jackie Wallace (TDA Staff), Michelle Whitaker (TDA Staff)

Call to Order

The meeting was called to order at 12:04 p.m. by Tom Judson.

Additions/Deletions to Agenda

Tom Judson indicated the Executive Session would follow the review of the minutes. Dan Hegeman indicated there were two items in regards to the nominations of the TDA Board that needed to be added. A motion to approve the agenda as adjusted was made by Sally Leshner. Keven McCammon seconded. Motion carried.

Review of Minutes

March 2011 Board Minutes

Dan Hegeman indicated that in the minutes for February 24 that the statement "Also, under Public Comments section insert the section regarding", should read "insert the sentence regarding". Also, the spelling of UltraCoat was misspelled. Motion to approve the March minutes as adjusted was made by Lynn Smith. Dan Hegeman seconded. Motion carried. Tom Judson abstained.

April 18, 2011 Special Called Meeting Minutes

Dan Hegeman made a motion to accept the minutes as presented. Keven McCammon seconded. Motion carried.

Motion to go into Executive Session pursuant to GS143-316 in regards to personnel matters was made by Keven McCammon. Dan Hegeman seconded. Motion carried. Entered closed session at 12:15 p.m.

Motion to leave closed session and return to open session was made by Keven McCammon. Dan Hegeman seconded. Motion carried. Regular session resumed at 12:32 p.m.

Financial Reports

Michelle Whitaker, presenting

Up in March almost 10%; still trending on the positive side for the year. Motion to accept the financial reports as presented was made by Lynn Smith. Keven McCammon seconded. Motion carried

Marketing/PR Reports

Michelle Whitaker, presenting

Talking with Awen regarding the 2011-12 Marketing Plan. QR codes will be introduced for numerous marketing uses. The website is coming along nicely and should be live by June.

Legislation Update

Michelle Whitaker, presenting

The new TDA legislation has made its way out of the NC House Occupancy Tax Sub-Committee and is with the NC House Finance Committee. After that the legislation goes to the full House and, if passed, on to the NC Senate.

Visitor Center Options

Michelle Whitaker, presenting

There are numerous long-term options, but what the board had asked was for something to get us through the summer season. The old Subway shop on Memorial Hwy is being looked at. Dana Conner indicated that the TDA still has a long term obligation on the table that needs to be discussed before looking at any other option. The Visitor Center options were tabled until further discussion regarding the contract with the Hickory Nut Gorge Chamber of Commerce.

HNG Chamber & Visitor Center

After lengthy discussion, a motion was made by Keven McCammon that the TDA terminate the existing long-term contract with the Hickory Nut Gorge Chamber of Commerce on Monday, October 31, 2011, pursuant to the loss of the lease with the Town of Lake Lure; with the right to terminate earlier at will by the TDA board; and that the Chairman of the TDA board send a letter to the HNG Chamber of Commerce of this intent. Sally Leshar seconded. Motion carried with a vote of 6 for, 1 opposed, 1 abstained.

EDC Report

Keven McCammon, presenting

Things are moving quite well and continuing to have people intrigued with Rutherford County.

Application for Appointment for TDA Board

Dan Hegeman made a motion to make a resolution to be shared with the county commissioners, regarding the appointment process of TDA board applicants and their residency status within Rutherford County.

The resolution states that:

The Tourism Development Authority Board (TDA) recommends that the Rutherford County Board of Commissioners adopt the following residency policy (within the legal constraints of the law) regarding appointments to the TDA Board and:

Applicants are required *either* to:

1. Be a resident of Rutherford County or
2. Be employed by or have an ownership stake in a tourism related entity in Rutherford County and spend a substantial time at said entity.

Furthermore, the TDA Board recommends that the Board of Commissioners remove the following residency requirement wording from the Application for Appointment to Rutherford County Board and/or Commissions: "Applicants are required to be a resident of Rutherford County"

The motion to accept this resolution was seconded by Keven McCammon. Motion carried unanimously.

Dan Hegeman made a motion to make a resolution to be shared with the county commissioners, regarding the representation of the TDA board.

The resolution states that:

On March 9, 2011 at a Special Called Meeting, the Tourism Development Authority (TDA) Board was unable to develop a policy that would ensure certain municipalities a minimum degree of representation on the new TDA Board.

Upon further reflection and discussion, the TDA Board has adopted the advice of Mr. Jim Hobbs regarding the concept of representation.

Given that the charge to the Tourism Development Authority Board is to represent all of Rutherford County, regarding the question of representation, the TDA Board asks only that the Rutherford County Board of Commissioners pick the best qualified people to serve on the TDA Board within the uniform guidelines of the state legislation.

The motion to accept this resolution was seconded by Sally Leshar. Motion carried with a vote of 7 to 1.

Adjournment

Motion to adjourn by Keven McCammon, Seconded by Lynn Smith. Motion carried. Meeting adjourned at 2:10 p.m.