



**RUTHERFORD COUNTY TOURISM
DEVELOPMENT AUTHORITY
MEETING MINUTES
APRIL 26, 2012
LAKEVIEW RESTAURANT – RUMBLING BALD
LAKE LURE**

Members Present: Dwayne Harris, Dan Hegeman, Dawn Hemmelgarn, Denise Holland, Ann Hutchins, Sally Leshar, Lisa Sullivan, Adrienne Wallace

Members Absent: Jeff Bradley

Staff Present: Jackie Wallace, Michelle Whitaker

Others Present: Chris Roberts (Assistant Director of Finance – Rutherford County)

Call to Order

Sally Leshar called the meeting called to order at 12:12 p.m.

Agenda

No additions or deletions to agenda. Motion to accept agenda by Dan Hegeman. Seconded by Lisa Sullivan. Motion carried.

February 23, 2012 Minutes

Dawn Hemmelgarn stated she was present and needed to be added. Dan Hegeman requested to adjust the last paragraph on page one for clarification and to remove the “s” on Whitaker (second paragraph, page 2). Motion by Dan Hegeman to accept minutes as amended. Seconded by Lisa Sullivan. Motion carried.

TDA Activity Reports

Michelle Whitaker, presenting

Michelle Whitaker indicated that she had received Bob Singer’s resignation from his position on the board due to personal reasons. Whitaker had talked with the County Manager and because Singer’s position was for one year only the Commissioners will wait until June to appoint someone.

Financial – In working the 2012-13FY budget, real numbers were used through December and January-June was projected to remain flat. However, from January to present the TDA is actually up 8.09% overall. Motion to accept the Financial Report, as presented, by Dawn Hemmelgarn. Seconded by Denise Holland. Motion carried.

Marketing – Marketing planning and development of a QR code are continuing. Awen added a satellite office in Rutherfordton next door to the TDA. Awen is also working on packages for the stakeholders.

Internal Customer Service – David Robinson has left and will be the Director of Guest Services at the Greenbrier Resort in West Virginia. Michelle Yelton is taking on his immediate projects.

Public Relations – The TDA currently has had 98,000,000 press impressions. Also, Michelle Yelton is currently working on posting all releases to the TDA website Media Room and coordinating a Summer Media Tour for press.

The Info Stand located at the trailhead of Rails-to-Trails is being completed by Tyler Moore as an Eagle Scout project. The Town of Spindale offered Tyler \$500 towards this project. He will be having fundraisers for the money he needs to complete this project.

TDA Activity Reports – cont'd

The Bechtler House Museum and Visitor Center is open and the TDA is meeting with Judy Toney in regards to a permanent part-time position. This position will allow the Bechtler House to be open on regular basis for the weekends. At the open house on April 14th there were approximately 200 visitors.

Mobile VIN Unit – The mobile unit is coming along. Awen has met with Chester Melton to discuss the interior design.

The Lake Lure site is under review and there is more to discuss in the committee reports.

VIN Reports

Wayfinding – Dan Hegeman, presenting

Met with Mark Teague, wayfinding signage continuing as scheduled.

Information – Dawn Hemmelgarn, presenting

The Information Sub-Committee made the following recommendation to the TDA board:

First, that, if asked, the TDA be willing to operate and manage the Hickory Nut Gorge area visitor center as an integral part of the VIN.

Second, that the TDA be willing to be responsible for renovations/construction of the visitor center, and as such would shift the area's VIN investments.

A motion that the board enthusiastically agree in principle with the recommendation brought by the Information Sub-Committee of the VIN and that the committee continue to keep the board updated for the board's final approval, was made by Dan Hegeman. Seconded by Lisa Sullivan. Motion carried unanimously.

Proposed 2012-13 Budget

Michelle Whitaker, presenting

The budget needs to be finalized by the May board meeting and this session will also serve as a public hearing.

Meeting adjourned at 1:45 p.m.