



**RUTHERFORD COUNTY TOURISM  
DEVELOPMENT AUTHORITY  
MEETING MINUTES ~ DECEMBER 8, 2011  
WASHBURN HOME ~ BOSTIC, NC**

**Members Present:** Jeff Bradley, Dwayne Harris, Dan Hegeman, Dawn Hemmelgarn, Denise Holland, Ann Washburn Hutchins, Sally Leshner, Bob Singer, Adrienne Wallace, Lisa Sullivan

**Staff Present:** David Robinson, Jackie Wallace, Michelle Whitaker

**Others Present:** Lori Paterno (Centric eSolutions), Michelle Yelton (McConnell Group)

During an informal lunch, Sally Leshner, asked for Lori Paterno to do a brief walkthrough of the new TDA website.

#### **Call to Order**

Sally Leshner called the meeting to order at 12:51 p.m.

#### **Agenda**

Lisa Sullivan made a motion to accept the agenda as presented. Seconded by Jeff Bradley. Motion carried.

#### **October Minutes**

The minutes for October were not included in the packet and Sally Leshner indicated to send these out and have members vote via an online vote. Minutes were approved unanimously via vote on December 15, 2011.

#### **TDA Activity Reports**

Michelle Whitaker highlighted the activity reports, including information on the following:

- Sally Leshner was approved as the official chairperson of the TDA by the Commissioners.
- The new TDA website went live.
- The TDA's first visitor info stand is in production.
- Media tour is scheduled for Saturday, December 10 and Michelle Yelton has invited media to come and experience Hometown Holidays.
- Mark Teague has contracted with the TDA to work with the VIN on wayfinding signage.
- TDA has partnered with a Boy Scout on his Eagle Project in the construction of a mini visitor center in Bostic.
- David Robinson has met with approximately 50 lodging properties.

#### **Financial Reports**

Michelle Whitaker indicated that the TDA was down 0.84% from October 2010. Lisa Sullivan made a motion to accept the financial reports as presented. Adrienne Wallace seconded. Motion carried.

#### **ByLaws**

Sally Leshner stated that she would go through the bylaws page by page indicating the changes or additions made. She indicated that the financial section was not finished. Sally Leshner also indicated a new section and read it; Information Technology.

Dan Hegeman made a motion to accept the Bylaws as presented and to insert the financial section as approved by the board at a later date, changing Article 8 Section 2. Seconded by Jeff Bradley. Motion carried.

#### **Code of Conflict & Interest**

After discussion of this new document, Dan Hegeman made a motion that the Code of Conflict & Interest be signed and dated by all TDA board members. Jeff Bradley seconded. Motion carried.

Meeting adjourned at 1:55 p.m.