



**RUTHERFORD COUNTY TOURISM
DEVELOPMENT AUTHORITY
MEETING MINUTES
MAY 24, 2012
THE BECHTLER HOUSE MUSEUM &
VISITOR CENTER**

Members Present: Dan Hegeman, Dawn Hemmelgarn, Denise Holland, Lisa Sullivan (by phone), Adrienne Wallace, Ann Washburn Hutchins

Members Absent: Jeff Bradley, Dwayne Harris, Sally Leshner

Staff Present: Jackie Wallace, Michelle Whitaker

Others Present: Eddie Holland (Ex-Officio), Paula Roach (Ex-Officio), Chris Roberts (Finance), Jean Gordon (Daily Courier)

Call to Order

Dan Hegeman called the meeting to order at 12:11 p.m.

Agenda

Michelle Whitaker suggested that since Lisa Sullivan was attending via phone that the budget vote be moved directly after the Public Hearing. Dawn Hemmelgarn made a motion to accept the agenda as amended; seconded by Denise Holland. Motion carried.

2012-2013 Public Hearing

Adrienne Wallace made a motion to open the meeting for public comments; seconded by Dawn Hemmelgarn. Motion carried. There was no one to present public comments, Dawn Hemmelgarn made a motion to close the public hearing session; seconded by Denise Holland. Motion carried.

2012-13 Budget Discussion

Michelle Whitaker, presenting

A copy of the 2012-13 budget was made available to the board in the appendices. Michelle Whitaker presented the line items of the budget. After discussion, Dawn Hemmelgarn made a motion to pass the 2012-13 budget as presented with typographical corrections; seconded by Ann Washburn Hutchins. Motion carried.

April 26, 2012 Minutes

Dawn Hemmelgarn made a motion to accept the minutes as presented; seconded by Ann Washburn Hutchins seconded. Motion carried.

TDA Activity Reports

Michelle Whitaker, presenting

Michelle Whitaker indicated that the April financial reports would be presented at the next board meeting. Since the end of the fiscal year was approaching, line item transfers need to be made. All of the transfers were to come from line item 192-01. Lisa Sullivan made a motion to accept the financial reports as presented, including the line item transfers; seconded by Dawn Hemmelgarn. Motion carried.

TDA Activity Reports continued

The Awen Group has been assisting with the design of the TDA's mobile VIN unit. New event rack cards including all seasons have been printed for the Visitor Guide. The TDA is also working with Awen on a new media plan. In regards to public relations, 63,000 impressions per day have been reported from our Facebook page. A press release on "6 Ways for Kids to Get Dirty this Summer," was picked up, and the Lake Lure Inn was featured in the Asheville Citizen Times. The TDA is currently working on an agreement between the TDA and the Town of Lake Lure in regards to the Lake Lure Area Visitor Center. Deborah McCormick has joined the TDA staff as a Tourism Information Assistant. Concerning the TDA website, a lot of items are being completed to meet deadlines.

VIN Network

Wayfinding Subcommittee

Dan Hegeman, presenting

The Wayfinding committee met with Mark Teague last week. Currently, a planning document is being developed and will include wayfinding signage and information.

Michelle Whitaker indicated that the Information Subcommittee would be meeting in the coming week.

Dawn Hemmelgarn made a motion to adjourn; seconded by Ann Washburn Hutchins. Motion carried.

Meeting adjourned at 1:03 p.m.

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