



**RUTHERFORD COUNTY TOURISM
DEVELOPMENT AUTHORITY
MEETING MINUTES
OCTOBER 27, 2011
THE MEADOWS CLASSROOM
CHIMNEY ROCK STATE PARK**

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

Call to Order

Sally Leshner called the meeting called to order at 12:11 p.m.

Agenda

Michelle Whitaker asked that David Robinson, Internal Customer Services Manager for TDA, be removed from the agenda due to personal issues. Hearing no other additions or deletions, Dan Hegeman made a motion to accept the agenda as amended. Seconded by Ann Washburn Hutchins. Motion carried.

August 2011 Minutes

Dawn Hemmelgarn made a motion to accept the minutes as presented. Seconded by Lisa Sullivan. Motion carried.

TDA Activity Reports

Michelle Whitaker, reporting

Finance

The TDA was up for both months. Originally August was reported to be up 2.43% but more revenues came in and the final figure was up 5.01%. For September, the TDA was up 5.37%.

Marketing

Analytic report from Awen, shows 6,445 visits with 81.55% of those being new visitors. Top five (5) states visiting the TDA website are NC, SC, FL, GA, and TN.

In print, marketing efforts reached over 30,000 in the Charlotte Metro area and over 100,000 in twelve (12) southeastern states.

Public Relations

Michelle Yelton is currently working on a Hometown Holidays Media Tour. Also, she has sent numerous press releases and is building contacts as well. Impressions for press are up almost 2 million.

Internal Customer Service

David Robinson, along with his visits to TDA partners, puts together the monthly e-newsletter. He sent out a survey to all TDA partners to see how the TDA can help stakeholders. David is working diligently stakeholders. Also, David will be developing hospitality and customer service seminars.

Web

Very excited about the progress being made. Beta testing went well. The homepage is being streamlined and functionality improved. The new and improved site should go live in December.

Visitor Leads

The TDA had 1,400 leads for August and 1,600 for September.

Committee Reports

Executive Committee

Sally Leshar, reporting

The committee has met twice. The committee developed a Mission Statement for the TDA; "to promote the growth of tourism for and in Rutherford County, in accordance with NC Session Law 2011-115." A motion from the committee to the board to approve the mission was presented. Seconded by Lisa Sullivan. Motion carried.

The committee also presented the Code of Conflict, which had been reviewed by counsel, to the board for the review. This item will be on the agenda for the next scheduled board meeting.

In regards to the bylaws, there are still some housekeeping issues and the committee is working to clean up and present to counsel for review before the end of November.

Wayfinding Sub-Committee

Dan Hegeman, reporting

Michelle Whitaker has been working with Mark Teague in regards to wayfinding within the county. The committee, in the form of a motion, made the recommendation that pending a successful review of the contract by legal, that the TDA enter into a 12-month contract with J.M. Teague Engineering Consulting to perform extensive services for the TDA wayfinding project. Seconded by Dawn Hemmelgarn. Motion carried.

Information Sub-Committee

Have been discussing ways to work in partnership with Facebook, ICC, Boy Scouts, Tom Elfers and more in getting information stands designed, built, and placed around the county.

The committee, in the form of a motion, made the recommendation that the board accept the basic metal design of our info stands, pending the satisfactory establishment of design and construction costs. Seconded by Adrienne Wallace. Motion carried.

Grant Exploratory Committee

Bob Singer, reporting

After presenting a brief report, the committee made the following recommendations to the board in the form of a motion:

1. That the Grant Exploratory Committee be renamed the Stakeholder Services Assistance Committee.
2. That for the fiscal year 2011-12, that a stakeholder service assistance line item be created, and that \$13,000 be moved from the 70-6520-192-01 (HNG Contract) line item to the new line item.
3. That for the fiscal year 2012-13, that the stakeholder service assistance line item continue, with the associated amount to be determined during the budgeting process.

Seconded by Dan Hegeman. Motion carried.

Terms of Board Members

In line with the new TDA legislation, the board set up initial length of terms for the TDA board members. The board agreed to make the following recommendation to the County Commissioners:

One (1) year term – Denise Holland, Ann Washburn Hutchins, Bob Singer

Two (2) year term – Jeff Bradley, Dawn Hemmelgarn, Sally Leshar

Three (3) year term – Dwayne Harris, Dan Hegeman, Lisa Sullivan, Adrienne Wallace

Upcoming Meeting

The board decided to combine the November and December meetings together and meet on Thursday, December 8th at 12:00 noon, the location to be announced

Meeting adjourned at 1:34 p.m.