



**RUTHERFORD COUNTY TOURISM  
DEVELOPMENT AUTHORITY  
MEETING MINUTES  
JULY 12, 2012  
THE COUNTY COMMISSIONERS' ROOM  
COUNTY ANNEX, RUTHERFORDTON**

**Members Present:** Dwayne Harris, Dan Hegeman, Dawn Hemmelgarn, Denise Holland, Sally Leshner, Ann Washburn Hutchins

**Members Absent:** Jeff Bradley, Lisa Sullivan, Adrienne Wallace

**Ex-Officio Members & Staff Present:** Eddie Holland (Ex-Officio), Paula Roach (Ex-Officio), Chris Roberts, Jackie Wallace, Michelle Whitaker

**Call to Order**

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

**Agenda**

Motion to accept the agenda as presented by Dan Hegeman. Seconded by Dawn Hemmelgarn. Motion carried.

**May 24, 2012 Minutes**

Motion to approve the minutes as amended changing the wording to passed, as presented with typographical correction by Dan Hegeman. Seconded by Ann Washburn Hutchins. Motion carried.

**TDA 2012-13 Handbook**

*Michelle Whitaker, presenting*

The 2012-13 TDA Board Handbook was distributed to all TDA board members present, and will be mailed to those absent. Michelle Whitaker reviewed the handbook, including the bylaws. Dan Hegeman made a motion to approve Section 3 Article 8 (Finance Section) of the TDA bylaws. Seconded by Dawn Hemmelgarn. Motion carried.

The board signed the Code of Conduct/Conflict of Interest document, which is also part of the handbook.

**TDA Activity Reports**

*Michelle Whitaker, presenting*

For the month of April, we were down 7.19%, and for May down 3%; however this trend is not forecast to continue. Motion to accept Financial Report as presented by Dawn Hemmelgarn. Seconded by Ann Washburn Hutchins. Motion carried.

**Bechtler Mint Park Site**

*Michelle Whitaker, presenting*

The TDA was approached by the County Manager to assist with the development of the Bechtler Mint Park and signage, which is scheduled to open in conjunction with the UNC-TV Bechtler documentary. Given a better-than-anticipated 2011-12 fiscal year, it was recommended the TDA assist the county with this project. Dan Hegeman made a motion to appropriate \$20,000 from Fund Balance to the Assistance Line item to assist the county in the development of the Bechtler Mint Park Site. Seconded by Dawn Hemmelgarn. Motion carried.

**Executive Committee Report**

*Sally Leshner, presenting*

There are no updates regarding the Lake Lure agreement; hopefully voting on this will take place in August, with the hiring for a full-time position for the VIN thereafter. Leshner updated the board on a request that the TDA assist with the county's position of Recreation/Planning Director. No decisions or recommendations have been made in regards to this.

**VIN – Wayfinding Sub-Committee**

*Dan Hegeman, presenting*

Hegeman referred the board to the TDA Handbook to see what is currently being developed. A request for the board to offer changes to the VIN plan was made.

**VIN – Information Sub-Committee**

*Dawn Hemmelgarn, presenting*

The committee met at ICC and viewed the Mobile Unit; progress continues to be made. The VIN – Info Committee also met the TDA's two new Tourism Information Assistants – Robin Lattimore and Deb McCormick.

**Motion to adjourn by Dan Hegeman. Seconded by Denise Holland. Motion carried. Meeting adjourned at 1:30 p.m.**