



**RUTHERFORD COUNTY TOURISM
DEVELOPMENT AUTHORITY
MEETING MINUTES
JUNE 27, 2013
LAKE LURE TOWN HALL
LAKE LURE, NC**

Members Present: Sally Leshar, Dan Hegeman, Ann Washburn Hutchins, Dawn Hemmelgarn, Dwayne Harris, Jeff Bradley, James Ledgerwood, Ruffin Tanner, Paula Roach (Ex-Officio), Chris Roberts (Finance), Eddie Holland (Ex-Officio)

Members Absent: Denise Holland, Tim Ferris, Lisa Sullivan

TDA Staff / Contractors Present: Jerry Stensland, Adrienne Wallace, Jackie Wallace, Michelle Whitaker, Jacob Lambert (Summer Intern), Michelle Yelton (McConnell Group)

Call to Order

Sally Leshar called the meeting called to order 12:00 p.m. Sally Leshar welcomed new board members James Ledgerwood and Ruffin Tanner.

Agenda

No additions or deletions to agenda. Motion to accept by Dan Hegeman. Seconded by Dawn Hemmelgarn. Motion carried.

Public Hearing

Sally Leshar declared public hearing open at 12:02 p.m. No public comments to be presented. Leshar declared public hearing closed at 12:03 p.m.

April 28, 2013 Minutes

Correction of VIN-Wayfinding Committee report naming Dan Hegeman as presentee. Motion to accept minutes as corrected by Dawn Hemmelgarn. Seconded by Dan Hegeman. Motion carried.

TDA Activity Reports

Michelle Whitaker, presenting

Financial Report

So far occupancy tax collections remain flat as compared to same time last year. Motion to accept financial report by Dawn Hemmelgarn. Seconded by Dan Hegeman. Motion carried

Executive Committee Report

Sally Leshar, presenting

The committee met to review the outcome of 12-13 fiscal year, including the welcome center and other fund balance expenditures. Also, the committee reviewed the 13-14 fiscal year budget proposal, which will be presented at the June (today's) board meeting.

Asset Development Committee Report

Michelle Yelton, presenting

Bylaws and Articles of Incorporation have been drafted for the TAF, as has a TAF logo. The first order of business will be seeking grants to purchase the Bechtler House, then the Mint site. The TAF plans to seek new money for a different project every 18 months.

Public Relations Report

Michelle Yelton, presenting

Promoted lots of assets; press included an Our State article on nostalgic Rutherfordton, as well as an article in Tar Heel Traveler featuring James Ledgerwood, the Bostic Lincoln Center and the Blue Ridge Distilling Company. Planning media tours for the fall.

Marketing Report

Michelle Whitaker, presenting

Awen is working to finalize and develop all displays for the Welcome Center, as well as website and the mobile app. Jerry Stensland has been working with them on the mobile app. A Visitor Profile Study is going on in partnership with East Carolina University – The TDA has not had a marketing study like this in 5 to 6 years. The results are expected in the next few months.

Information Committee Report

Dawn Hemmelgarn, presenting

The committee had a walkthrough of the welcome center and reviewed the construction timeline and budget, as well as discussed projects still needed.

Internal Customer Service Report

Michelle Whitaker, presenting

The 2013 TDA Alliance Conference is scheduled for Tuesday, November 13th. Scaling back this year beginning after breakfast, serving lunch and ending earlier in the afternoon. This year's focus will be on TDA efforts and how to best "plug in" to them. Sharon Decker is the keynote speaker.

Wayfinding Committee Report

Michelle Whitaker, presenting

Continuing to work with Mark Teague. He is completing a study of technology and how that effects wayfinding signage.

2013-14 FY Budget

Michelle Whitaker, presenting

An overview of each section of the budget was presented to the board with an explanation of how this year's budget compares to last year's. Remaining balances for several Welcome Center related line items from the 12-13 FY were requested to be "rolled over" to the same line items and added to the 13-14 FY budget.

Sally Leshar asked if there were any questions regarding the 2013-14 FY Budget. Dan Hegeman stated that the Budget Ordinance the language should read "balances as of June 30, 2013 should be carried forward for the four line items: Capital Outlay (VIN Sites & LLWC), Wayfinding-Seed Money & Engineerig, TDA Assistance Program/TAF, and Printing." Motion to accepted the presented 2013-14 FY budget was made by Dan Hegeman. Seconded by Dawn Hemmelgarn. No discussion. Motion carried.

Officer Nominations & Committee Assignments

Sally Leshar, presenting

Floor was opened for nominations for the Executive Committee (Chairman, 1st Vice Chair & 2nd Vice Chair). Ann Washburn Hutchins made the following nominations: Dawn Hemmelgarn – Chairman, Dan Hegeman – 1st Vice Chair, and Lisa Sullivan – 2nd Vice Chair. No other nominations were made. Seconded by Jeff Bradley. Motion carried.

Ann Washburn Hutchins stated that the committee assignments should stay as they currently are, with anyone who wishes to join a committee can. Seconded by Dan Hegeman. Motion carried.

VIN Wayfinding Committee – Dan Hegeman, Jeff Bradley, Tim Ferris, and Ann Washburn Hutchins. The committtee had a brief meeting to elected Dan Hegeman as Chairman.

VIN Information Committee – Dwayne Harris, Lisa Sullivan and Denise Holland. Dawn Hemmelgarn asked that she be removed from this committee and asked if staff could find out if Lisa Sullivan was willing to take that position.

TAF Committee – James Ledgerwood, Ruffin Tanner.

Motion to adjourn by Dwayne Harris. Seconded by Dawn Hemmelgarn. Motion carried. Meeting adjourned at 1:30 p.m.