



**RUTHERFORD COUNTY TOURISM
DEVELOPMENT AUTHORITY
MEETING MINUTES
OCTOBER 11, 2012
BECHTLER HOUSE MUSEUM & VISITOR CENTER
RUTHERFORDTON, NC**

Members Present: Tim Ferris, Dan Hegeman, Dawn Hemmelgarn, Denise Holland, Ann Washburn Hutchins, Lisa Sullivan

Members Absent: Jeff Bradley, Dwayne Harris

Staff Present: Jackie Wallace, Michelle Whitaker

Others Present: Michelle Yelton (McConnell Group), Paula Roach (Ex-Officio), Chris Roberts (Finance), Eddie Holland (Ex-Officio)

Call to Order

Sally Leshar called the meeting called to order at 12:05 p.m.

Sally Leshar welcomed our newest board member, Tim Ferris. Leshar also announced the resignation of board member Adrienne Wallace.

Agenda

There were no additions or deletions to the agenda. Motion to accept agenda as amended by Denise Holland. Seconded by Lisa Sullivan. Motion carried.

August 23, 2012 Minutes

Corrections to the August 23 minutes were made adjustments added the names of who made and seconded motions. Following the adjustments, Lisa Sullivan made a motion to accept minutes as amended. Seconded by Denise Holland. Motion carried.

TDA Activity Reports

Michelle Whitaker, presenting

Financial Report

Paula Roach indicated that finances were down 8% for August, down 9.3% for July, and up 5.58% for August up. Also this will be the first year that there is a separate audit for TDA for 11-12. Preliminary fund balance as of June 30, 2012 is \$592,000. This meant about \$58,000 was added to fund balance; \$20,000 was allocated to the mint site. Motion to accept by Dawn Hemmelgarn. Seconded by Lisa Sullivan. Motion carried.

Bechtler Mint Park

Through the TDA Assistance Program we gave \$20,000 to help develop the Bechtler Mint Park. Signage is complete and being installed and the county is putting in more lighting and security. The ribbon cutting ceremony is tentatively set for Friday, October 26th at 12:30 p.m. with a reception to follow.

Bechtler Press

Arranging to get the press on loan at the Bechtler House was a joint effort between the TDA, the Town of Rutherfordton, and the owners of the Bechtler House.

Premiere & Open House

On Saturday, September 29th, there were approximately 75 visitors to the house and a couple of private tours of the mint site. The premiere of the documentary was a success with approximately 850 in attendance.

Friends of Bechtler

Denise Holland, Sally Leshar and Dan Hegeman helped to operate "Friends of Bechtler" tables at the Premiere and the Hilltop Festival. Michelle Yelton developed a website for Friends of Bechtler – go to www.visitncgold.com or www.rutherfordgold.com The Rutherford County Historical Society is the umbrella organization for Friends of Bechtler.

Cycle NC

This was the first year Lake Lure has been chosen as an overnight site for this annual event. 800 people camped out on Morse Meadows, with approximately 200 staying in lodging properties. The next day, they traveled through and stopped at spots throughout the county.

Alliance Conference

100 participants have registered. We are fortunate to have each of our speakers, some of the best and most knowledgeable in the field of tourism. A lot about what the TDA is doing will be discussed, as well as the unveiling of the Mobile Unit.

Marketing

Sample ads are available in the board appendices packet.

PR

Five United Kingdom journalists and two senators toured Chimney Rock, went on a boat tour, and toured the Lake Lure Inn. Fall colors is our next plug.

VIN

The assistant direction position has been filled; Adrienne Wallace begins on Monday. Robin Lattimore resigned his part-time position.

A joint meeting of the VIN Info and VIN Wayfinding committees will take place on October 19th at 9:30 a.m. in the County Commissioners Room at the County Annex. This meeting will be to put together the pieces for the Alliance conference.

The mobile unit came in \$5,000 under budget. The Santa House is underway as a VIN location, and the holes have been dug for the Info Stand in Spindale. The Lake Lure Visitor Center has a lot happening with a tentative timeline set for renovations. Adrienne Wallace will be primarily working out of this space.

Wayfinding

The first three signs have been approved. We are still working on signage for the Bechtler Site and the Bill's Creek/64-74A intersection.

New member Tim Ferris was added to the VIN-Wayfinding committee.

Web and Internet

Awen has been managing this and in about six week's time they have moved the website along a great deal.

Executive Committee Report

Sally Leshar, presenting

With the board departure of Adrienne Wallace, Lisa Sullivan has agreed to serve in the position of second vice chair. Motion to appoint Lisa Sullivan to the position of second vice chair was made by Ann Hutchins. Seconded by Dan Hegeman. Motion carried.

Information Committee Report

Dawn Hemmelgarn, presenting

New members have joined the committee. They are: Shannon Baldwin (Lake Lure Town Planner), Jessica Moss (Director of KidSenses), Valerie Wrobel (Carolina Properties), and Lisa Sullivan. Actual renovations of the Visitor Center will begin after the first of the year. A formal bid process is not required, so we are going through an informal bid process.

Motion to adjourn by Dan Hegeman. Seconded by Lisa Sullivan. Motion carried. Meeting adjourned at 1:21 p.m.