



**RUTHERFORD COUNTY TOURISM  
DEVELOPMENT AUTHORITY  
MEETING MINUTES  
APRIL 25, 2013  
BLUE RIDGE DISTILLING COMPANY  
BOSTIC, NC**

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

**Members Absent:** Jeff Bradley, Dwayne Harris

**Staff Present:** Jerry Stensland, Adrienne Wallace, Jackie Wallace, Michelle Whitaker,

**Others Present:** Michelle Yelton (McConnell Group), Paula Roach (Ex-Officio), Raeann Turner (Finance)

**Call to Order**

Sally Leshner called the meeting called to order 12:06 p.m.

**Agenda**

No additions or deletions to agenda. Motion to accept Lisa Sullivan. Seconded by Dan Hegeman. Motion carried.

**February 28, 2013 Minutes**

No changes or additions to minutes. Motion to accept Dawn Hemmelgarn. Seconded by Lisa Sullivan. Motion carried.

**TDA Activity Reports**

*Michelle Whitaker, presenting*

**Financial Report**

Occupancy tax receipts have only a dollar difference from this time last year of \$716, therefore we are budgeting flat for next year. Motion to accept by Dan Hegeman. Seconded by Dawn Hemmelgarn. Motion carried.

**Marketing/Public Relations**

Partnering with East Carolina University and their Department of Tourism on an extensive market research project. Studies similar to this cost in the range of \$15K to \$20K; with the partnership, our cost is \$2K.

**Information**

Mobile Unit has is currently being used as an interim Welcome Center during renovations. With warmer weather comes increased visitation.

Bechtler House had three tours in the last week.

Mark Teague is continuing work on the Wayfinding signage and visual technologies report, as well as sign requests that are currently with the NCDOT.

All pieces of the website are rolling out. Jerry Stensland to give a presentation on this later in the meeting.

**Project Overview**

*Jerry Stensland, presenting*

A new interactive map and app is currently being developed. The interactive map and app, which will be user friendly and have multiple components – videos, photos, and maps, and will continually be updated. A survey about Outdoor Recreation (his other project) was launched last Friday with almost 100 responses.

**VIN-Information Committee Report**

*Dawn Hemmelgarn, presenting*

Visited the construction site and met with the contractor and designer of the LLWC renovation project. Discussed design plans. Plans are to have a soft opening on Thursday, June 27<sup>th</sup> for the TDA board, with the board meeting taking place at Town Hall.

**VIN-Wayfinding Committee Report**

*Dan Hegeman, presenting*

Working on expanding the committee. Also, unveiling Teague's feasibility study.

**Executive Committee Report**

*Sally Leshner, presenting*

The committee met regarding the Ironman and a recommendation of how the TDA could help with this endeavor. The Town of Lake Lure has requested that the TDA commit to \$15,000 per year for 5 years; \$7K to come from Fund Balance and the remainder from revenues collected through occupancy tax. After discussion, the request was put in the form of a motion to approve the request from the Town of Lake Lure. Seconded by Tim Ferris. Motion carried.

**FY 2013-14 Budget**

*Michelle Whitaker, presenting*

Paula Roach introduced Raeann Turner the new Assistant Finance Director for the County.

Paula Roach stated that there were some additions that needed to be made to the proposed budget. There will be changes in retirement and salaries (increases not determined yet). Also, the indirect costs that the TDA currently pays to the county for services is increasing to approximately \$50K to \$60K; the amount to be budgeted for the coming fiscal year is \$40K with the full amount of approximately \$60K to be budgeted for FY14-15. The board requested a breakdown of costs for each of the services provided to the TDA. Chairperson, Sally Leshner, requested that the board be kept informed via email of the changes as the county moves forward changes need to be updated by the board's next meeting scheduled for Thursday, June 27<sup>th</sup>.

Motion to adjourn by Dan Hegeman. Seconded by Lisa Sullivan. Motion carried. Meeting adjourned at 1:30 p.m.