

February Approved Minutes

Date: February 25th 2016

Time: 12:00pm

Location: Woodrow Jones Building

Members Present: Barbara Meliski, Dawn Hemmelgarn, Diane Barrett, Don Cason, Richard Lundy, Tammy Martell, Willard Whitson

Members Absent: Amy Bridges, Jeff Bradley

Ex-Officios Present: Eddie Holland, Paula Roach

TDA Staff Present: Karen Tegen, Taylor Hardin

Others Present: Apryl Tessener, Candace Hladick, Connie Dalziel, Heather Meech, Jenna Bailey, Leniece Lane, Mark Teague, Michelle Yelton, Media (3), Samantha Mazzilli

Meeting Called To Order At: 12:08

Public Comments: Private Citizen Gayle Clayton.

Expressed issues regarding the McConnell Group and their name being on TDA materials and the county TDA website.

Addition To Agenda: No additions to the presented agenda.

Motion To Adopt Agenda: First-Willard Whitson; Second-Dawn Hemmelgarn

Motion Passed.

Welcomed Dave Long, from Cleghorn, as our new TDA member, all members introduced themselves.

Changes to Previous Meeting's Notes: No changes to prior meetings notes.

Motion to Approve Notes as Minutes: First-Diane Barrett; Second-Barbara Meliski

Motion Passed.

Finance Report: Don Cason

- Page 7 of the board packet shows that we have already collected 86.46% of projected revenues with the key months of April, May and June still to come.
- Looking at the RFF report, the month of February going forward is very conservative. This report is a continued work in progress. We are still open to other communication.
- According to the Audit, we ended the year with \$402,000.

- The move to the Woodrow Jones building is now complete. A huge thank you to all involved including the Town of Rutherfordton and Town Manager, Doug Barrick for all that he has done to help us out with this transition and allowing us to be here.

Motion to Approve Finance Report: First- Barbara Meliski; Second-Dawn Hemmelgarn

Motion Passed.

Motion to move \$13,000 from full time salaries (70-6520-121) to lease (70-6520-431) to cover payment of construction costs:

First- Dawn Hemmelgarn; Second- Willard Whitson

Presentation of Audit: Paula Roach (Finance Director)

- Two documents presented: Correspondence to Management and the Audit
- Page 1 is the auditors opinion
- Pages 3-7 is the management and discussion analysis
- Page 10 is the financial statement and balance sheet (Welcome Center=depreciation)
- Page 11 is the statement of revenues
- The final pages is a detailed version of Revenue and Expense

Motion to accept the Audit: First- Richard Lundy; Second- Dawn Hemmelgarn

Motion Passed.

The presented contract is a continued 3 year proposal for the County and the TDA. Expenses are not to exceed \$4,900.

Motion to approve contract: First- Barbara Meliski; Second- Don Cason

Motion Passed.

Marketing Update: Michelle Yelton

- Chris Cavanaugh's report showed we needed a "purple cow". Dirty Dancing is our opportunity for that.(the presentation can be found on the TDA website)
- Proposing a brand campaign of "Have the Time of Your Life'. It can be altered to fit any location or any town. We really want to play off of this concept and maybe even have it as the travel guide cover with a photo remake of the famous lift scene.
- Social Media would include iconic hash tags, merchandise and a meme campaign.
- Marketing could include a sweepstakes getaway.

- Advertising could involve built ads.
- Media Coverage for January total impressions: 13,966,154
- General Updates: Travel Guide- to print early March-3 weeks to produce.
- Planning of Coffee Talk meeting after spring break to reveal and distribute travel guide to stakeholders.
- Website rebuild to be discussed with the Exec. Committee
- Spring/Summer campaigns to be discussed with Info. Committee
- Travel Guide Presentation: Jenna Bailey and Michelle Yelton
 - *Aiming for another award winning travel guide
- Website: The top download was the driving tour of the Blue Ridge Parkway

Wayfinding Update: Mark Teague

- Bringing the sample sign to the next meeting
- Ready to move forward with board decisions for master plans
- Waiting the go ahead to have air markings added to the airport-surveying will be necessary

Executive Committee Update: Richard Lundy

- Executive committee worked with staff to accomplish the move
- Executive Committee continuing to work with staff in the absence of an executive director

TAF Update:

- Gold Trail meeting at VisitNC 365 conference in March
- The Hidden Floor of Gold with a door way mimic is set to be installed at the mint site.
- The Bechtler House is now vacant

Info Committee Update: Dawn Hemmelgarn

- Art is now on display at the Welcome Center. We are now working on a rotating schedule.
- Tommy from HNG Chamber joined our last meeting. He is excited about partnering with us and working with us moving forward. He want to help us with our “purple cow”.
- Karen: The outdoor trail map for the Welcome Center is complete.

Executive Director Update:

The search committee has met a few times. Discussion of naming Don as interim has been discussed. (Don Cason left room)

- Dawn- Leadership is important
- Barbara- Appointing Don as interim would be good move-still continue search
- Tammy- new to board but would be good to see Don as interim
- Richard- Would be 4-6 months with search for full time continued. Don would step down from board during the time
- Don invited back in – he provided his background and expressed gratitude of being considered. Don stated with his other involvement that the TDA would be his priority.
- With light discussion from board after Don left room second time, a motion was entertained.

Motion to hire Don Cason as Interim Executive Director of RCTDA. Term of service being six months commencing on 3/14/16. Don will perform all of the existing duties of the Executive Director and others given by the TDA board. Salary will be equal to the previous Executive Directors salary adjusted for actual worked hours. Employment is at will and may be terminated by Din or the TDA board at any time with or without cause providing 30 days notice.

First- Barbara Meliski; Second- Dawn Hemmelgarn

Motion Passed.

Don Accepted.

County Wide Strategic Plan: Don Cason

- We are looking for members for the committee.
- We are ready to start moving forward.
- Flow chart passed out for the Strategic Plan. Requested board members to review and make any suggestions. Additional people will be contacted to serve as committee members. Representatives from each town will be invited to participate.

Meeting Adjourned: 2:05

Next Board Meeting: April 7th at 12 noon at the Woodrow Jones Building.