

Rutherford County Tourism Development Authority
Board Meeting

Motion to Call the 2018-2019 Public Hearing, regarding the 2018-2019 recommended budget, to order: 12:02 pm

Approval: 1st: Willard Whitson
2nd: Barbara Meliski

Motion Passed.

No public comments were made regarding the public hearing

Motion to end public hearing, regarding the 2018-2019 recommended budget

Approval: 1st: Amy Bridges
2nd: Barbara Meliski

Motion Passed.

Motion to Call Regular Meeting to Order: 12:05

Approval: 1st: Barbara Meliski
2nd: Diane Barrett

Motion Passed.

Members Present: Amy Bridges, Barbara Meliski, Dave Long, Diane Barrett, Kitty McCammon, Richard Lundy, Ruthie Hanson, Willard Whitson, Jim Masek

Members Absent: Chuck Martell, Lynn Brown

Ex-Officis Absent: Paula Roach; Eddie Holland

Others Present: Don Cason, Taylor Hardin, Amy Brevard, Leniece Lane, Media (2)

Public Comments: ----

Agenda(changes if necessary): ---

Approval: 1st: Willard Whitson
2nd: Barbara Meliski

Motion Passed.

Prior Meeting Minutes (changes if necessary): ---

Approval: 1st: Diane Barrett
2nd: Amy Bridges

Motion Passed.

Finance Report:

- May is up 30,000 over last year, 47% - new business, opportunity, 1% increase
- Year to date u 88,000 – 41%
- 157,000 over last year

RFF – Some line items coming in under budget due to changes throughout the year.

Projects and program – increase due to Wayfinding completion taking place

Approval: 1st: Willard Whitson

2nd: Barbara Meliski

Motion Passed.

Don Cason – Tourism Strategic Plan

- Plan going well. Excited to report DBD has completed all community input meetings and in process of wrapping up. Document should be ready by mid-July
- Don has been asked to speak at the EDPNC board meeting tomorrow to present the plan
- Committee has been formed for implementation – July 19th

Executive Director Report:

- LLCA ribbon cutting
- DOT approval for wayfinding
- TDA quarterly report to County Commissioners
- Keep Rutherford Co beautiful
- town council meetings
- rail trail ribbon cutting
- Meeting with the Governor

Welcome Center Update:

- LL delayed construction until December

Marketing Update:

Amy:

- Mini town videos
- County Video
- Airport video
- Bostic/Ruth/Ellenboro videos in the work now
- County wide photoshoot scheduled for summer
- WEG marketing plan in the works
- SEO traffic increasing, traffic up 80% on website
- Media visits – going well – LoveMeg in town now, yTravel, Joe Tennis, Dad of Divas, Mamas lil guide, Isabella and Penelope, 3 couples from RV nomads
- Media mentions
- Travel guide delivery – new featured locations
- A2D test link out

Leniece:

- o Dirty dancing boat taxi
- o May – town day tripping blogs
- o Ad words
- o Social Media Analytics

Committee Reports

Marketing:

- Vacation guide update
- Website SEO
- WEG Marketing
- 2018-2019 marketing budget

Marketing and WEG did not meet but are scheduled for June 25 and June 28

Grant, Information, and Finance – no meeting but in discussion

TAF:

- - Vivian Hopkins of Gold Hill and Carol Price of McDowell Tourism are working with TAF to put together group tours.
- Deborah is on the Gold Festival Committee and is handling media and booking. She has written a press release for Old Fort and will be doing one for Rutherford County area from our perspective.
- Deborah is scheduled to speak at the Blue Ridge Numismatic Association Conference in Dalton, GA in August about the Bechtler History and the NC Gold Trail.
- Submitted field trip info to the NC Homeschoolers.
- Have started receiving calls from groups and have added a local one so people can call directly.

2017-2018 Year-end Summary

2017-2018 year end: 13 separate goals. All 13 goals were accomplished. The TDA staff has put together a summary of the goals.

1- Tourism Strategic Plan Completion – Tourism Asset development plan for each town and a “deeper dive” per town. Kick off in late July 2018.

2- Funding Campaign for tourism Strategic Plan. This extended scope of work delayed the funding campaign. Potential committee to be established.

3- Strategic Plan Implementation. Funding allocation Committee to develop a process of implementation for the strategic plan.

4 – Occupancy Tax Monitoring Program – Tax Bill Inserts. Software Purchase showing 205 unique properties that do not currently have a record of paying occupancy tax.

5 – Develop relationships with county and state representative, stakeholders, and partners. The TDA meet its and presents a quarterly update the county commissioner. TDA continues to be involved without outside committees and members of various state groups.

6 – Maximize Tourism Marketing Efforts and Efficiencies. TDA Hired a Marketing and Communications Coordinator to execute TDA Marketing strategies.

7 – Finalize Wayfinding Program – monitor program for the future. The TDA spend the majority of the year working through the engineering issues.

8 – Enhance Stakeholder Communication. The TDA continues to build stakeholder relationships and improve on all communication efforts.

9- Produce New Vacation Guide. New 2018 Rutherford County Travel Guide produces, and distributed.

10- Develop a group tour program. Created a master inventory report.

11- Enhance the RC Trails Program and Itineraries Promotion. The TDA collaborated with ROC this year to enhance and grow our trail.

12- Develop Community Program/Events. Grant funding program.

13- Maximize Rutherford County’s benefit to WEG. TDA developed a comprehensive and aggressive marketing strategy to promote Rutherford County before, during, and after WEG.

2018-2019 goals

- I. Promote Tourism Master Plan Success and Collaboration
- II. Tourism Plan Implementation and Funding
- III. Maximize Tourism Occupancy Tax Receipts
- IV. Continue to Grow and Develop Relationships with County, Town, State Representatives, and Stakeholders
- V. Implement TDA Marketing Plan
- VI. Develop Hospitality Program for Rutherford County
- VII. Implement Group Sales Program
- VIII. Implement Trails and Itinerary Program
- IX. Grow Community Program/Events
- X. Maximize Rutherford County's Benefit to WEG
- XI. Complete County-Wide Wayfinding Program
- XII. Research and Develop Rutherford County Agri-Tourism Program
- XIII. Enhance and Develop Welcome Center Presence in Lake Lure and Rutherfordton
- XIV. Rutherford County – Keep Rutherford County Beautiful
- XV. Provide TDA Staff with Education Opportunities
- XVI. Strive to Develop RCTDA to be one of the Leading Rural Tourism Development

2018-2019 budget – 30% increase

Full year of 1% increase

New properties

Slight increases in line items mostly consistent

Project programs summary brief explanations of increases

129k to complete wayfinding

60k for TAF for TSP imp

Tourism Strategic Plan implementation

60k grant program enhancement

WEG promotion – Rutherford County intercept marketing

Promo and Group Sales

Wrap up with positive cash flow injection

Motion to approve 2018-2019 budget

Approval: 1st: Willard Whitson

2nd: Amy Bridges

Motion Passed.

2018-2019 budget ordinance

**RUTHERFORD COUNTY TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE
FISCAL YEAR 2018-2019**

WHEREAS, the proposed budget for the Fiscal Year beginning July 1, 2018 and ending June 30, 2019 ("Fiscal Year 2019") was presented to the Rutherford County Tourism Development Authority Board on May 3rd, 2018 by the Executive Director of the Tourism Development Authority; and

WHEREAS, on June 14th, 2018, the Rutherford County Tourism Development Authority held a public hearing on the budget pursuant to N.C. Gen. Stat. §153A-155;

NOW, THEREFORE, BE IT ORDAINED by the Rutherford County Tourism Development Authority Board, meeting on the 14th day of June, 2018;

REVENUES:

Occupancy Tax Receipts	\$ 1,400,000
Website/Vacation Guide Ads	\$ 27,400
Fund Balance Appropriated	\$0
TOTAL	<u>\$ 1,427,400</u>

APPROPRIATIONS:

Tourism-Related Expenditures (Special Projects)	\$ 362,000
Administrative	\$ 410,074
Professional Services	\$ 20,500
Public Relations & Marketing	\$ 537,112
Facilities	\$ 19,300
Reserve for Special Projects	\$ 78,414
TOTAL	<u>\$ 1,427,400</u>

GRAND TOTAL \$ 1,427,400

This ordinance shall be the basis of the financial plan for the Rutherford County Tourism Development Authority during the 2018-2019 fiscal year.


The Rutherford County Finance Officer shall administer the Annual Operating Budget and shall insure that operating officials are provided guidance and sufficient details to implement the budget. The Finance Officer shall also establish and maintain all records, consistent with this ordinance, and the appropriate state statues of the State of North Carolina.

The Rutherford County Tourism Development Authority Executive Director shall be able to transfer up to \$10,000 between line items; however, the Board must approve any transfers in or out of the operating budget or salary-related line items, or for capital projects.

A copy of this ordinance shall be furnished to the Executive Director and the Finance Officer of the Tourism Development Authority to be kept on file for direction in the disbursement of funds.

Adopted this 14th day of June, 2018.

ATTEST:


Willard Whitson
1st Vice Chairman, Tourism Development Authority


Richard Lundy
Chair, Rutherford County Tourism Development Authority

Motion to accept the 2018-2019 Budget Ordinance as read

Approval: 1st: Barbara Meliski
2nd: Diane Barrett

Motion Passed.

2018-2019 committees

Richard stepped down as chair – thanked board – wants to stay on board look forward to working with board going forward

Announcements:

- Diane – thanked the board. Appreciates all that the board is doing. The work being done is great.
- commissioner Holland sends his support
- Send committee recommendations to Taylor
- Amy Brevard thanked board for prayers and support while her Son was in the hospital
- Owls back at home
- Cleghorne opened new restaurant with full menu 11am-7 week , weekend 720a-8pm – sports bar style

Meeting Adjourned:

Approval: 1st: Diane Barrett

2nd: Ruthie Hanson

Ended: 1:21pm

Next Meeting: 12noon July26th –Rutherfordton Town Hall