

**TOWN OF BLOWING ROCK
TOURISM DEVELOPMENT AUTHORITY
BUDGET WORK SESSION – MAY 19, 2020**

The Tourism Development Authority (TDA) held their annual budget work session on Tuesday, May 19, 2020 beginning at 6:00 p.m. The work session was held via Webex virtual session. Present were Chairman Dean Bullis, Vice-Chairman Kevin Walker, Members Greg Tarbutton, Virginia Powell and Tim Gupton. Others present were Ex-officio Members Nicole Norman and Shane Fox, TDA Executive Director Tracy Brown, Assistant Director Amanda Lugenbell and Town Clerk Hilari Hubner who recorded the minutes.

CALL TO ORDER

Chairman Bullis called the meeting to order at 6:00 p.m. He stated the purpose of the meeting was to review and discuss the proposed FY 2020-2021 TDA Budget.

Topics discussed included:

- Executive Director Tracy Brown advised due to the COVID-19 Pandemic, staff budgeted a 40% decline in revenue based on research and several discussions with the Visit NC, South East Tourism Society, NCTIA, Watauga County TDA and other similarly sized TDA's in western North Carolina. Mr. Brown explained that as the year goes on and if tourism numbers start to trend upward, the budget can be revisited and adjusted accordingly.
- Mr. Brown and Ex-officio Member Nicole Norman reviewed the budget highlights with the board. Mr. Brown pointed out \$75,000 was included for a Tourism Management Plan. Mr. Brown advised it would be best to wait on doing the research and plan later due to the current situation. Mr. Brown explained he would like to keep funding in the budget to have it available when the time is right. He further stated it is his hope the research could started by spring and once started it would take a while to complete as a lot of time and data goes into the research. After discussion the consensus among the Board was to keep the funding for the Management Plan in the Budget, but wait to do the study per advisement from Mr. Brown.

Chairman Bullis asked if anyone had sent in questions or concerns for the budget public hearing. Town Clerk Hilari Hubner advised she had not received any questions or concerns.

With no further questions, the Members agreed to move forward with the proposed budget. The meeting to adopt the budget will be held on June 2, 2020 at the regular scheduled meeting.

OTHER BUSINESS

None

ADJOURNMENT

Member Tarbutton made a motion to adjourn the meeting at 6:40 p.m., seconded by Member Powell. Unanimously approved.

CHAIRMAN _____
Dean Bullis

ATTEST _____
Hilari Hubner, Town Clerk