

**Town of Blowing Rock
Tourism Development Authority
September 1, 2020**

The Blowing Rock Tourism Development Authority (TDA) met on Tuesday, September 1, 2020 beginning at 3:30 p.m. The meeting 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 3:30 p.m.

APPROVAL OF MINUTES

Member Tarbutton made a motion to approve the June 2, 2020 regular meeting minutes as written, seconded by Member Gupton. Unanimously approved.

Monthly Reports

• **Financial Report – Occupancy Tax Proceeds Update**

Ex-Officio Member Nicole Norman stated occupancy tax net collection was down around 8% or \$12,446 compared to last July. For Fiscal year to date occupancy tax collection is down 8% or \$79,000 looking at year over year. Ms. Norman advised due to the COVID-19 pandemic budget was down 40% for the year which make looking at year over year far better than anticipated.

Ms. Norman also reviewed expenditures and stated projections are staying in line. With no questions or comments from the Board, Chairman Bullis thanked Ms. Norman for her update.

• **Operations Report**

Executive Director Tracy Brown reviewed the third quarter operations report via PowerPoint.

Member Gupton commented he was excited about the “Living the Dream Video.” He explained the Chamber of Commerce conceptualized this idea a few years ago to target remote workers and relocations. He further explained residents Sam Hess and Sam Glover recently reached out to him as two young families who live and work here and will be sending their children to the local elementary school. Member Gupton also thanked Assistant Director Amanda Lugenbell for her help with the social media element. He further advised this would not only be tourism related, but also economic related as well.

Chairman Bullis asked the Board what their thoughts were about an amendment to put forth another \$10,000 toward the production of the video. Member Tarbutton advised he felt if the TDA could own the rights to use the footages as they please then “we are getting twice as much bang for your buck.” Mr. Brown advised he agreed completely with Member Tarbutton and when this much money is spent on footage you need to own it and be able to use going forward.

Member Powell advised she felt this would be great to do and that all groups working together to collaborate could produce a very powerful video.

Member Tarbutton made a motion to approve the budget amendment funded through bumping revenue expectations with the stipulation the TDA owns the footages and will use it as they see fit, seconded by Vice-Chairman Walker. Unanimously approved. **First Quarter Update- Attachment A**

• **Town Infrastructure Update**

Ex-Officio Member Shane Fox gave an update on a few Town project's that are tourism related: Bass Lake Sidewalk project will be starting after Labor Day and should be completed by late spring 2021, paving is 70% completed, 1150 Main is completed and starting have online bookings, Rainy Lodge has submitted plans and purchased their building permit, the flowers have been prettier than ever this year, and at the October Council Meeting cross walks at 221/Main, Sunset/Main and Chestnut/Main will be discussed. He advised he felt all these things were collaborative efforts that the Town and TDA have a partnership to make our Town what it is and continue to beautify the Town.

Other

None

EXECUTIVE SESSION

None

ADJOURNMENT

There being no further business to discuss, Member Powell made a motion to adjourn the meeting at 4:40 p.m., seconded by Member Gupton. Unanimously approved.

TDA Chairman, Dean Bullis

Town Clerk, Hilari Hubner

Attachments

First Quarter Update - Attachment A