

**Town of Blowing Rock  
Tourism Development Authority  
March 2, 2021**

The Blowing Rock Tourism Development Authority (TDA) met on Tuesday, March 2, 2021 beginning at 3:30 p.m. The meeting was held via Zoom. Present were Chairman Dean Bullis, Vice-Chair 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 Powell made a motion to approve the December 1, 2020 retreat minutes as written, seconded by Member Gupton. Unanimously approved.

Member Tarbutton made a motion to approve the December 1, 2020 closed session minutes as written, seconded by Member Powell. Unanimously approved.

**REGULAR AGENDA**

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

Ex-Officio Member Nicole Norman stated occupancy tax collections through December (2020) were up 20% or \$18,527 compared to the previous December (2019). She further stated FY to date collections were up 11.22% or \$84,000.

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.

• **Budget Amendment**

The Board reviewed the Budget Amendment of \$10,000 to assist funding EDC relocation video.

Member Gupton made a motion to approve the budget amendment as presented, seconded by Member Tarbutton. Unanimously approved. **Budget Amendment – Attachment A**

• **Operations Report**

Executive Director Tracy Brown reviewed the third quarter operations report via PowerPoint. **Third Quarter Update– Attachment B**

• **2/3 vs. 1/3 Budget Allocation and Legislation**

Member Gupton advised he had done some research and discussion with Manager Fox there is a demand on operating expenses that are tourism related, such as cleaning bathrooms, trash pickup etc. He explained typically the 2/3 vs 1/3 is typically meant for infrastructure

improvements, such as new bathrooms, crosswalks, BRAHM Parking Deck etc. Member Gupton advised he wanted to bring this to the boards attention to think about with the budget process to perhaps identify some opportunities for the 2/3 “bucket.” He further advised the intention was to make sure the guest experience was a good one which would retain them in the future along with helping the Town with funding. The board discussed at length some options to consider going forward to help better manage trash, bathrooms etc. due to high volume of tourist during the season.

Upcoming budget for FY '21-22 was briefly discussed, the board set a Budget Workshop to be held on May 25, 2021 at 3:00 p.m.

- **Strategic Plan Update**

Mr. Brown gave the board a brief update on the strategic plan. Member Gupton advised he would like at the end of the year listed out the strategic plan, the goals, status, successes, and challenges for the year.

- **Employee Handbook**

Mr. Brown explained the current handbook is outdated and he would like to ask the board to authorize Town staff to update the TDA handbook to coincide with the Town’s handbook. The consensus of the board was to proceed in that direction.

**Other**

None

**EXCUTIVE SESSION**

None

**ADJOURNMENT**

There being no further business to discuss, Member Gupton made a motion to adjourn the meeting at 4:55 p.m., seconded by Member Tarbutton. Unanimously approved.

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**TDA Chairman, Dean Bullis**

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**Town Clerk, Hilari Hubner**

**Attachments**

**Budget Amendment – Attachment A**

**Third Quarter Update – Attachment B**