

**Town of Blowing Rock  
Tourism Development Authority  
September 7, 2021**

The Blowing Rock Tourism Development Authority (TDA) met on Tuesday, September 7, 2021, beginning at 3:30 p.m. The meeting was held at Town Hall, 1036 Main Street Blowing Rock, NC 28605. Present were Chairman Dean Bullis, Members 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 Gupton made a motion to approve the June 1, 2021, meeting minutes as written, seconded by Member Powell. Unanimously approved.

**NEW BUSINESS**

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

Ex-Officio Member Nicole Norman stated occupancy tax collections were up 58.08% over the previous July. She noted July collections were the highest on record.

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.

• **FY 2020-21 Year-End Report**

Executive Director Tracy Brown gave the Board a draft Fiscal Year-End Report for 2020-2021 for the Board to review before the final copy goes to the public. **FY 2020-21 Year-End Report – Attachment A**

• **Operations Report**

Executive Director Tracy Brown reviewed the previous quarter operations report via PowerPoint. **Quarterly Update– Attachment B**

• **Blowing Rock Leadership Challenge/School Restroom Funding Request**

Mr. Brown advised the Blowing Rock Leadership was requesting funding assistance for the completion of the restroom project at Blowing Rock School. Mr. Brown explained the project was over budget by \$17,000, the increase in building materials since the project began was the reason for the project being over budget. The Leadership group has requested a cost share for the difference be between the Village Foundation (\$8,500) and the TDA (\$8,500). The Board discussed the funding and Ms. Norman can present a Budget Amendment to the Board at the next meeting to indicate the allocation.

Member Powell made a motion to allocate 1/3 reserve in fund balance \$8,500 for the school bathroom, seconded by Member Gupton.

- **Wayfinding Signage**

Mr. Brown gave the board a proposal from Destination By Design for Wayfinding Signage to start thinking about. Mr. Brown further advised this is just content for the Board to start thinking about as he wanted to wait to hear Roger Brooks' proposal before anything is decided.

**Destination By Design – Wayfinding – Attachment C**

- **Town Infrastructure Update**

Manager Fox reviewed the current projects and gave a brief update on each including Crosswalks, Bass Lake Sidewalk, PARTF and the Sunset Drive project.

**Other**

None

**EXECUTIVE SESSION**

None

**ADJOURNMENT**

There being no further business to discuss, Member Gupton made a motion to adjourn the meeting at 4:35 p.m., seconded by Member Powell. Unanimously approved.

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**TDA Chairman, Dean Bullis**

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**Town Clerk, Hilari Hubner**

**Attachments**

**FY 2020-2021 Year-End Report – Attachment A**

**Quarter Update – Attachment B**

**Destination By Design – Wayfinding – Attachment C**