

**TOWN OF BLOWING ROCK  
TOURISM DEVELOPMENT AUTHORITY  
ANNUAL RETREAT – December 8, 2021**

The Tourism Development Authority (TDA) held their annual retreat on Wednesday, December 8, 2021, beginning at 9:00 a.m. The retreat was held at Town Hall located at 1036 Main Street Blowing Rock. Present were Chairman Dean Bullis, Vice-Chair Kevin Walker, Members Greg Tarbutton and Tim Gupton. Others present were TDA Executive Director Tracy Brown, Assistant Director Amanda Lugenbell, Ex-Officio Members Nicole Norman, Ex-Officio Member Shane Fox and Town Clerk Hilari Hubner, who recorded the minutes.

**CALL TO ORDER**

Chairman Bullis called the meeting to order at 9:00 a.m.

**APPROVAL OF MINUTES**

Member Gupton made a motion to approve the September 7, 2021, regular meeting minutes as written, seconded by Member Tarbutton. Unanimously approved.

**FINANCIAL STATEMENT/BUDGET REVIEW**

• **FY 2020-2021 Audit Report**

Jason Carpenter from Combs, Tennant and Carpenter reviewed the fiscal year 2021 Audit, Mr. Carpenter advised the TDA received the highest level of audit opinion and the TDA had an increase in revenues of \$504,675 or 51.29%. Mr. Carpenter reviewed the audit with the Board and asked for questions. With no questions Mr. Carpenter thanked the TDA Board for allowing Combs, Tennant and Carpenter to serve as their audit firm for FY 2020-2021. **FY 20-21 Audit – Attachment A**

• **FY 2021-2022 Audit Contract**

The Board briefly discussed the audit contract. Member Tarbutton made a motion to accept the FY 21-22 audit contract from Combs, Tennant and Carpenter, seconded by Member Gupton. Unanimously approved. **FY 21-22 Audit Contract - Attachment B**

**FY 2021-2022 REVIEW & FUTURE PLANNING**

• **Occupancy Tax Collections & Financial Statement Review**

Ex-officio Member Nicole Norman stated occupancy tax collections fiscal year to date were up 34% or \$200,354. She noted for October itself Occupancy tax collections were up \$35,000 or 17% from the previous year. Ms. Norman further reviewed expenditures to date with the Board.

• **Budget Amendments**

Budget Amendment – The amendment request is to pull \$30,410 with an allocation of towards the end of the year purchases as requested by the TDA Director that were not yet expended at the end of the fiscal year. Member Tarbutton made a motion to approve as presented, seconded by Member Gupton. Unanimously approved. **Budget Amendment – Attachment C**

Budget Amendment – To allocate \$8,500 as approved by the Board at the September 7, 2021 meeting to the Blowing Rock Chamber Leadership Challenge group towards the completion of outdoor restrooms at Blowing Rock School. **Budget Amendment - Attachment D**

- **Update from Middle Fork Greenway**

Wendy Patoprsty gave an update on the progress of the Middle Fork Greenway to date. No funding assistance was requested.

- **Update from Blowing Rock Charity Horseshow**

Maurice Ewing and Burr Collier with the Blowing Rock Horse Show Foundation presented a funding request to the Board in the amount of \$12,250 for the funding of a study Measuring the Economic Impact of the Annual Charity Horse Show. Member Tarbutton made a motion to approve the request in the amount of \$12,250 as requested, seconded by Member Walker. **Blowing Rock Charity Horse Show Request – Attachment E**

- **Update from Chamber of Commerce**

Executive Director Charles Hardin reviewed the Chamber sponsored events, Winterfest, Art and the Park, Farmers Market and Symphony. Mr. Hardin further reviewed some of the Chamber's Projects both past and current. **Chamber Update – Attachment F**

- **Allocation/Funding Proposal Discussion**

Member Gupton reviewed his proposal for the Board to consider making the formal request to change the TDA two thirds, one thirds funding formula. The board discussed and unanimously decided to hold a special meeting on January 19, 2022, at 3:30 p.m. to discuss further in detail.

- **Discussion with Roger Brooks**

Mr. Roger Brooks met with the Board to give an overview of the study he completed of the Town Tourism Management Plan. Mr. Brooks is scheduled for a formal presentation later this evening. His presentation will be live streamed and made available on the Town YouTube Channel for those unable to attend in person.

- **Mission Discussion**

Executive Director Tracy Brown distributed a draft copy to the Board for their review. He asked for them be thinking about any changes they may see need to be made and they will review at a later date.

- **Infrastructure Support Review**

Ex-officio Officer Shane Fox reviewed with the Board the following infrastructure related items: Landscaping at the corner of Hwy 321/Sunset is complete, Landscaping at the Fire Department is complete, completion of the Bass Lake Sidewalk project, Crosswalks at 221/Main, Sunset/Main and Chestnut/Main will be starting in the spring, Memorial Park Bathroom remodel, Resolution for Deanna Ballard and Ray Pickett thanking them for their hard work on the Budget, Christmas lights added on Hwy 321 (Valley Blvd) lots of good comments/reviews, State of the Town was right before Thanksgiving.

**Other**

None

**EXECUTIVE SESSION**

At 1:45 p.m. Member Tarbutton made a motion to go into closed session pursuant to NCGS 143-318.11 (6), seconded by Member Gupton. At 2:15 p.m. Member Tarbutton made a motion to return to open session, seconded by Member Gupton. Unanimously approved.

Member Tarbutton made a motion to give Mr. Brown and Amanda Lugenbell a 10% raise in pay for their annual salary and change the pay period to a calendar year (January 1<sup>st</sup> to January 1<sup>st</sup>). In addition, the Board gave Mr. Brown a 15% bonus and made the recommendation for Mr. Brown to give Amanda Lugenbell a 10% bonus, seconded by Member Gupton. Unanimously approved.

The Board also asked Ms. Norman to bring a budget amendment back before the board at the March meeting covering the funding for the bonus/salary changes.

**ADJOURNMENT**

There being no further business to discuss Member Gupton made a motion to adjourn the meeting at 3:00 p.m., seconded by Vice-Chair Walker. Unanimously approved.

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**TDA Chairman, Dean Bullis**

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**Town Clerk, Hilari Hubner**

**Attachments**

**FY 20-21 Audit – Attachment A**

**FY 22-23 Audit Contract - Attachment B**

**Budget Amendment #1 - Attachment C**

**Budget Amendment #2– Attachment D**

**Blowing Rock Charity Horse Show Request – Attachment E**

**Chamber of Commerce Report – Attachment F**