

**Town of Blowing Rock  
Tourism Development Authority  
March 29, 2022**

The Blowing Rock Tourism Development Authority (TDA) met on Tuesday, March 29, 2022 beginning at 3:30 p.m. Present were Vice-Chair Kevin Walker, Members Greg Tarbutton, Pete Gherini and Via Zoom 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. Chairman Dean Bullis was unable to attend the meeting.

**CALL TO ORDER**

Vice-Chair Kevin Walker called the meeting to order at 3:30 p.m.

**APPROVAL OF MINUTES**

Member Tarbutton made a motion to approve the December 8, 2021, retreat minutes open and closed session, and the January 19, 2022 Special meeting as written, seconded by Member Gupton. Unanimously approved.

**NEW BUSINESS**

• **Oath of Office**

Town Clerk Hilari Hubner administered the Oath of Office to incumbent members Greg Tarbutton and Kevin Walker and to newly appointed member Pete Gherini

• **Appointment of Vice Chairman**

Member Tarbutton nominated incumbent Vice-Chair Walker to continue as Vice-Chair, seconded by Member Gupton. Unanimously approved.

• **2022 Meeting Schedule**

Members reviewed the 2022 meeting calendar dates and times; all agreed the dates worked.

**REGULAR AGENDA**

• **Appalachian Theater**

Laura Kratt with the Appalachian Theater requested the board to consider donating \$5,000 to the High Country Jazz Society event that will be held June 8-13, 2022. Ms. Kratt reviewed the details of the event and explained the importance of having a Blowing Rock presence represented. Member Tarbutton recused himself from the discussion and vote due to the event being held at Chetola. The board discussed and most agreed the board should follow the same form toward sponsor request as has been done in the past. Member Gherini made a motion to provide up to \$5,000 in marketing support and/or media plan in the same way the TDA has helped BRAHM in the past, seconded by Member Gupton. Vice-Chair Walker was not in favor of the motion. Motion passed.

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

Ex-Officio Member Nicole Norman stated occupancy tax collections for February were up 3.62% or \$3,765 compared to last February (2021) and fiscal year to date collections were up 25.3% or \$268,261 compared to the previous fiscal year. Ms. Norman also reviewed expenditures and stated projections are staying in line.

- **Budget Amendment**

The Board reviewed the Budget Amendment of \$716,611 for increased revenue. Member Tarbutton made a motion to approve the budget amendment as presented, seconded by Member Gherini. Unanimously approved. **Budget Amendment – Attachment**

- **TDA Financial Policy**

The board briefly reviewed the draft financial policy. Member Gupton made a motion to approve the policy as presented, seconded by Member Tarbutton. Unanimously approved. **TDA Financial Policy – Attachment B**

- **Fund Balance Review**

Members discussed briefly and the consensus was for the TDA fund balance policy to be consistent with the Town's policy.

- **Operations Report**

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

- **Staffing Discussion and Request**

Assistant Director Amanda Lugenbell reviewed at length the need for the TDA to add two additional positions, a Content Manager and a Digital Community Manager. The board asked for job descriptions and for Ms. Norman to work out the financials. Member Tarbutton made a motion to approve adding two new positions, seconded by Member Gherini. Unanimously approved.

Upcoming budget for FY '22-23 was briefly discussed, the board set a Budget Workshop to be held on May 3, 2022 at 3:30 p.m.

**Other**

None

**EXCUTIVE SESSION**

None

**ADJOURNMENT**

There being no further business to discuss, Member Tarbutton made a motion to adjourn the meeting at 6:05 p.m., seconded by Member Gherini. Unanimously approved.

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**TDA Chairman, Dean Bullis**

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**Town Clerk, Hilari Hubner**

**Attachments**

**Budget Amendment – Attachment A**

**TDA Financial Policy – Attachment B**

**Second Quarter Update – Attachment C**