

**Town of Blowing Rock  
Tourism Development Authority  
September 6, 2022**

The Blowing Rock Tourism Development Authority (TDA) met on Tuesday, September 6, 2022 beginning at 3:30 p.m. Present were Chairman Dean Bullis, Vice-Chair Kevin Walker, Members Pete Gherini and Tim Gupton. Others present were and Ex-Officio Shane Fox, TDA Executive Director Tracy Brown, Assistant Director Amanda Lugenbell and Town Clerk Hilari Hubner recorded the minutes. Member Greg Tarbutton and Ex-Officio Member Nicole Norman were unable to attend the meeting.

**CALL TO ORDER**

Chairman Bullis called the meeting to order at 3:30 p.m.

**APPROVAL OF MINUTES**

Member Gherini made a motion to approve the June 7, 2022, minutes as written, seconded by Member Gupton. Unanimously approved.

**REGULAR AGENDA**

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

Ex-Officio Member Shane Fox stated occupancy tax collections for July were down 8% or \$18,000 compared to last July (2021). He noted those totals are 45% higher than 2020 and 34% higher than “pre-COVID” totals.

• **Operations Report**

Executive Director Tracy Brown reviewed the fourth quarter operations report via PowerPoint. **Forth Quarter Update– Attachment A**

• **TDA/Chamber Lease Renewal Consideration**

The board discussed the expiring TDA lease and renewal options. Member Gupton made a motion to approve renewing the current lease but asked that Chamber Executive Director Charles Hardin make a few changes to the lease; adding a three (3) or five (5) year renewal going forward, seconded by Member Gherini. Unanimously approved. – **Attachment B**

• **Executive Director Evaluation Process Discussion**

Member Gupton reviewed a proposed Executive Director Performance Evaluation form, similar to the one used by the Town for the Town Manager. The board reviewed and Member Gherini made a motion to adopt the document as the formal performance evaluation platform, seconded by Vice-Chair Walker. Unanimously approved.

• **Meeting Dates for FY 22-23**

The meeting schedule for the remainder of 2022 - 2023 was reviewed. A motion was made by Member Gherini, seconded by Member Gupton. Unanimously approved. – **Attachment - C**

- **Tourism Management Plan Update**

Ex-Officio Member Shane Fox explained in order to move forward with some of Roger Brooks' suggestions, creating a Destination Team to help move forward and lead the process.

- **Wayfinding Signage – RFQ**

Executive Director Brown reviewed the RFQ for Wayfinding Signage. The board consensus was to proceed with Mr. Brown sending out the RFQ to a few qualified vendors.

- **Town Infrastructure Update**

Ex-Officio Member Shane Fox gave an update on Town Infrastructure projects including:

- Parking committee - suggestions going to Council
- Middle Fork Greenway possibility of a request for additional funding
- Bids going out soon for the Memorial Park project
- Council will be hearing a lot of bids and making decisions in the coming months with the water/sewer project, additional sidewalks etc

**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 Gherini. Unanimously approved.

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**TDA Chairman, Dean Bullis**

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**Town Clerk, Hilari Hubner**

**Attachments**

**Fourth Quarter Update – Attachment A**

**TDA/Chamber Lease Renewal – Attachment B**

**Meeting Dates for FY 22-23 – Attachment C**